

Electrical Merchandising

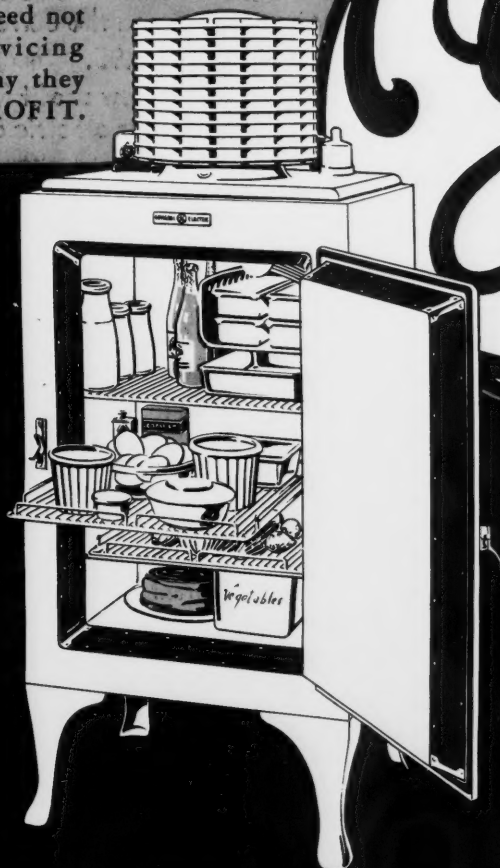
McGraw-Hill Publishing Company, Inc.

SEPTEMBER, 1932

25 Cents per Copy

One OUT OF *three*
domestic electric refrigerators in use today
IS A GENERAL ELECTRIC

● In every third home using electric refrigeration, you'll find a G-E Refrigerator! And each user helps make other sales—because the refrigerator with the Monitor Top has an unparalleled record for satisfactory, attention-free service. That's why G-E retailers need not maintain expensive servicing departments . . . and why they realize greater NET PROFIT.



General Electric Company, Electric Refrigeration Department, Section DE 9, Hanna Building, Cleveland, Ohio



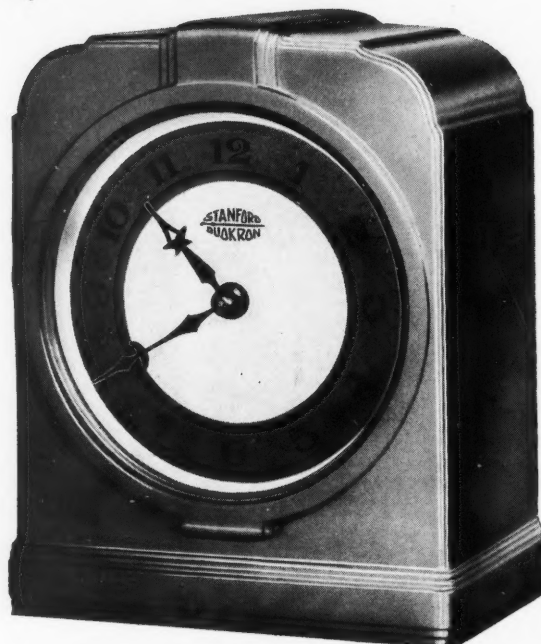
DUOkron

A NEW PROFIT
FIELD FOR YOU!

A **NON-STOP**
electric clock that
goes on when the
current goes off!

AND RETAILS
at ONLY

\$4.95



DUOkron Model No. 535.
Keeps right on running
in spite of current inter-
ruptions. Cast metal
case in green, blue,
ivory or red. Silver
etched dial, high grade
hands. Highest accuracy
and quality—with non-
stop dual mechanism—
yet retails at only

\$4.95

The public has been demanding and demanding an
electric clock that would not stop when the cur-
rent went off. Yet a clock that did not have a stiff
price penalty attached.

Here it is! Stanford DUOkron—two clocks in one!
The clock that goes on when the current goes off.
And it retails AT ONLY \$4.95.

DUOkron opens up a big new profit field for you!
For it greatly increases your electric clock market
by enabling you to offer

A continuous electric clock with all the styling, all
the accuracy, all the durability of a clock selling at
three times as much—
For only \$4.95!

Read that again. This is not a typographical error.
It should not read \$14.95. It means just what it
says—\$4.95.

It cost \$100,000 to develop this amazing clock. 37 models
were rejected before DUOkron was perfected.

Every clock is put through an exhaustive series of tests to
insure perfect mechanism and accuracy.

Through these tests every DUOkron is given the equivalent
of 5 years home usage before it reaches your customer.

Every DUOkron is fully guaranteed.

Write us for fully illustrated circular of the complete DUO-
kron line and prices.



DUOkron Model No. 545. Any
kitchen would be proud to be
timed by this non-stop clock.
Artistic moulded case—green,
blue, yellow or ivory. Silver
etched dial. The outstanding
value in wall clocks. Retails at

\$5.95

STANFORD PRODUCTS, LTD.

DAVID S. SPECTOR, President

1663 Mission St., San Francisco

130 W. 42nd St., New York City

600 W. Jackson Blvd., Chicago

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Letters

Frank Rae Writes About Wiring

To the Editor:

When I sold to Mr. McGraw the magazine you now edit, its title was "Selling Electricity & Electrical Merchandise." The simple idea behind that name was that in order to sell electricity we had to sell appliances to consume the same, and that in selling appliances we had to sell electricity to make them go. This fundamental, I repeat, seems simple to me, for I have yet to see an electrical appliance which will operate independently of electricity or a kilowatt of electricity that is merchantable except in connection with an appliance.

If you concede with me that it takes electricity to motivate electrical appliances and that electrical appliances are but junk unless actuated by electricity, then you must also agree that the electrical connection between the meter of the utility and the appliance of the merchant is the bottleneck between supply and demand. No connection, no appliance.

This being so—and I defy anyone to deny that it is so—then I advance that it is the immediate and important* job of all who are interested in the sale of appliances to aid in the sale and installation of wiring which will permit the convenient use of the appliances they sell—or hope to sell. Every appliance merchant, in other words, should now selfishly ballyhoo for additional modernized wiring, without which his sales of electrical merchandise must shortly be limited to renewals of the appliances which are now wearing out. That is a thin market.

The appliance merchants, or some of them, will doubtless respond by asking why the hell they should boost the contractors' game, and, more bitterly, a lot more of them will ask why the superheated hell they should boost the game of the utility. To such you may reply that it is one of life's sad facts that no man is sufficient unto himself. No merchant can sell a gas range without substantially boosting the game of the gas utility, he cannot sell an ice box without boosting the game of the ice manufacturer, he cannot even wipe his nose without boosting the game of someone in the laundry business.

Which being so, it seems to me about time that the secondary beneficiaries be forgotten. We may not like the electrical contractor, but his circuits are necessary as connections to our merchandise. We may not like the electric utility, but its "juice" is needful to the operation of the current-consumers which stand on our floors and line our shelves. To get business for ourselves we must help get business for them.

So, I suggest, it is about time for the electrical industry as a whole to realize that wiring, energy and appliances have a very selfish interest in boosting each others' game, and that the game at present needing the most energetic boosting is modernized wiring.

FRANK B. RAE, JR.

(More letters on page 29)

Electrical Merchandising

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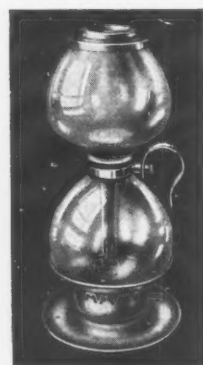
GENUINE



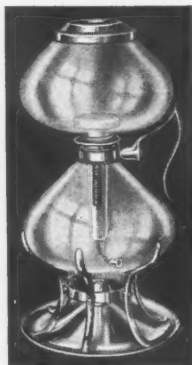
"Deauville" Model—Distinctively designed and decorated for those who desire the finest. Non-tarnishing chrome or heavily plated silver. Electric, 550 watts in 6-cup size only.



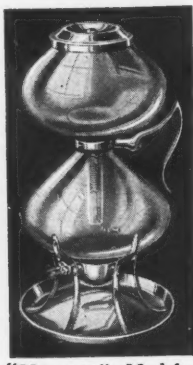
"Lido" Model—Beautifully decorated, non-tarnishing chrome or heavy silver plated. Electric, 550 watts. Furnished in 3 sizes—4, 6 and 8-cup.



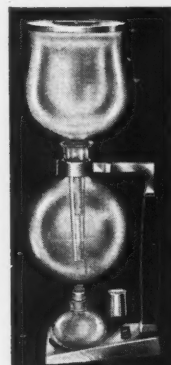
"Coronado" Model—A popular low-priced Silex embodying all the essential features of de luxe models. Chrome in 6-cup size only.



"Newport" Alcohol Model—Combination alcohol and gas model with alcohol stove. Non-tarnishing chrome or silver plate. 3 sizes.



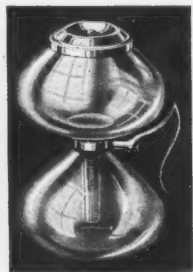
"Newport" Model—Combination electric and gas model; exceedingly popular. Furnished in 3 sizes—4, 6 and 8-cup. In chrome only.



"Tuxedo" Model—Alcohol model in nickel plate with ebonized handle on stand. Complete with alcohol lamp in 4 sizes.



"Deauville" Coffee Service—Deauville model coffee maker with tray 18"x11", sugar and creamer, 18% nickel silver, gold lined.



"Newport" Gas Model—For use over ranges burning all types of fuel. Very fast in operation. Easy to keep clean. In 3 sizes—4, 6 and 8-cup. Chrome only.



"Nice" Model—For use over ranges burning all types of fuel. Made in non-tarnishing chrome or heavy silver plate. Furnished with stopper permitting lower bowl to be used as tea maker.

ONLY SILEX
OFFERS YOU THESE
7
EXCLUSIVE
FEATURES

1 Famous Pyrex brand heat-proof glass—guaranteed against heat breakage.

2 Brewed coffee will return to the lower bowl without removing glass assembly from heating unit. Just turn off the heat and watch the clear amber coffee filter to the serving bowl.

3 Smartly decorated metal handle; heat insulated.

4 Special tea cap converts serving bowl into attractive tea maker.

5 Distinctive wide-brimmed rubber "grip plug" permits removal of upper bowl without risk of touching hot glass.

6 All metal parts are highly polished brass, chromium plated.

7 Each model possesses many additional exclusive technical features that are covered by patents allowed or pending.

THE SILEX MAY ALSO BE USED AS A TEA MAKER



Chrome stopper (as it appears in use) permitting lower bowl to be used to serve either tea or coffee.

A slot is provided in the cover so that the string from the tea bag may be wound around the knob. Tea or coffee is poured with the stopper in place. Furnished with all "Lido" or "Deauville" models, or may be bought separately as an accessory.

SEPTEMBER, 1932

Electrical Merchandising

Established 1916
MCGRAW-HILL PUBLISHING COMPANY, INC.

L. E. MOFFATT,
Editor

Money *for* GAS

THE campaign to sell 1,000,000 electric ranges in three years, first proposed in May, 1931, has been kept alive only by the activity of a small group. It is true that this group contains some of the ablest men in the manufacturing and utility fields. But the industry as a whole has so far declined to become excited. Electrical men generally have treated the program and its potential business return as only a fairly interesting story that applied to somebody else.

But if electrical men were apathetic, the gas men have come through with a rousing response. They have just announced a three-year promotion of gas cooking and gas ranges. \$5,000,000 will be raised by 81 manufacturers who will contribute 5 per cent of their current net billing up to \$2,000,000 a year. The 1933 advertising campaign starts in February, and gas men estimate that \$1,500,000 will be available for magazine and newspaper space in that year. Automatic cooking with gas will be the feature of the campaign; complete insulation and cool kitchens will also be stressed.

For the promotion of the electric range, in the face of this gas barrage, the electric cookery council has now some \$75,000 pledged by the manufacturers.

This news, of course, causes no discomfort to the combination companies. In fact, it tends to justify the policy of obstruction which they have pursued toward the electric range and the three-year program.

BUT at least the issue is put squarely up to the straight electric utilities and to the electrical manufacturers. If the electric range is to be permanently the industry's stepchild, then let us agree to that and go on to something else. If, however, the range is to take the place it merits as the most valuable and important item of electrical home equipment, then the industry must undertake the range marketing job seriously.

The difficulty is money. The desired market cannot be created unless money is spent. And that is a condition that will not be improved by waiting.



EDITOR

The Industry is Talking

UNDER TWO

DEPRESSIONS

SINCE the electrical appliance industry has reached maturity, it has come into two depressions, has come out of one and reached new highs, gives promise of reacting even more favorably from the second, present slump. To help the appliance industry out of its 1921 sales drop, illustrated in the chart at right, came greatly increased demand for washers, cleaners and heating appliances. To lift it out of the 1930-1932 sales valley, the electrical appliance industry can look to unsaturated and replacement markets for established appliances like washers, cleaners and heating appliances, plus new or revived markets for such appliances as refrigerators, ranges, oil burners, air conditioners, water heaters, clocks and other recent fruit of inventive toil, particularly active in depression periods.

PUTTING ON

THE GLOVES

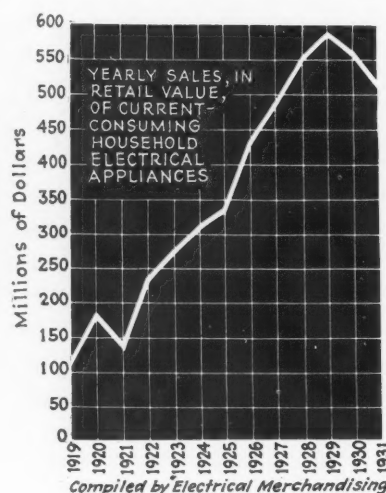
The Power Laundries Discover the Washer

COMPETITION today is not so much between individuals as between industries. The ice people are up in arms against the inroads being made upon their business by electric refrigeration; the gas people look askance at the plans of their electric competitors to hack away a sizable portion of the cooking load; and the power laundry industry is awake to the "menace" to the further development of commercial laundry business, by their cheerfully aggressive competitors—the washer manufacturers.

To the gas industry proposal by electrical men to sell a million electric ranges in three years has already resulted in a counter attack in which the gas men propose to spend \$5,000,000 in acquainting the public with the superior virtues of gas over electricity. No new idea exists here for the commercial laundries. Through their powerful, well organized American Laundry Owners

Association they have themselves long been engaged in a cooperative program to popularize the power laundry, swell the earnings of their individual members.

Drastic declines in commercial laundry volume, however, induced, unhap-



First depression—1921; second depression—1931. When will the line start up? See column 1

pily, by the necessity of the average household to cut living expenses, have brought sharply to their attention the necessity of doing battle with the combined manufacturers of domestic laundry devices who have made the economy theme in the home a basis for much advertising, propaganda.

Important among power laundry equipment manufacturers is the American Laundry Machinery Company, in whose house organ recently appeared a message from their president, E. B. Stanley. Decrying the failure of the power laundry business to attain their goal of a billion dollar annual volume, Mr. Stanley places the blame on (1) general apathy of commercial laundries; (2) the aggressive and "rough shod" method of the washer manufacturers.

Active, too, has been the business magazine of the power laundry industry—*Laundry Age*. Leading articles have been devoted to the competition of home

washers, the methods employed to sell them. Claims of economy, labor saving, on the part of washer manufacturers and dealers are analyzed and refuted with counter arguments. Hammered out in every issue is the necessity of power laundry men to embark on new campaigns to "resell" the housewife on the convenience and economy of the commercial laundry.

Where the battle will end is a moot question. Competition for the dollar spent in the home is engaging the rival attentions of all these important industries.

THE WEST COAST

PERKS UP

Los Angeles, Fresno, Vancouver, Portland, Seattle Head for Last Year's Totals

OLYMPICS and the big national Shrine convention did much to cure the remains of the jitters on the Pacific Coast, particularly in California. The spectacle of thousands of well fed and gorgeously clothed wearers of the red fez in San Francisco, and the still more remarkable spectacle of large delegations of representatives from foreign governments, that everyone previously had been sure were on the rocks, attending and competing in the Olympiad did much to cause the general populace to wear smiles again. There is a generally better feeling everywhere, even in the Northwest, from which emissaries have just returned.

Guessing is going on in a big way as to the outcome of several pending major changes in distribution lineup. With the outlook for construction business still foggy, things are being done to the appliance distribution alignment. Most of these changes are still in the formative state and not even a first class crystal gazer could tell with any accuracy just what will be the outcome. Thirty days will tell a very important story.

About.....

2100 Major Appliances So Far in Seattle

Puget Sound Power & Light Company, Seattle: Range sales are off 57 per cent; refrigerator sales off 40 per cent; water heater sales off 14 per cent in number but they are up in value. However, they have sold a good volume of merchandise since the first of the year, including over 1,000 ranges, 700 water heaters and 400 refrigerators. A higher percentage of their sales has been for cash than in previous years. Dealer sales are three times theirs in dollar value and equal to theirs in load-building value on a kilowatt basis. Last year this company sold over 6,000 big three units, consisting of ranges, water heaters and refrigerators. Starting in this year with an average of 35 a week, they have increased their average to 88 and hope to reach 100 by the end of the year or a total of 5,200 units. To date their purchases of these items have been small as they have been selling from stock and reducing their inventory. However, they will be caught up in the next few months and then purchases will keep pace with sales.

Dealer relations are good and a power company man sees every dealer in their territory at least once a month. All merchandise except ranges is sold at list and these are now being sold at the L. C. L. price, Seattle, plus 33½ per cent, which is an increase of about 3 per cent. All merchandise under \$25 is sold for cash only.

Meanwhile there is a real awakening of interest among distributors in some of the old standbys—washers and vacuum cleaners. Some who started with radios, stepped into refrigerators, then ranges, are now rounding out their lines with washers and cleaners or are anxious to do so. On the other hand some of the fair haired appliances, like the refrigerator, are being taken back into old family circles like prodigal sons, only there doesn't seem to be so much veal on the menu.

Graybar's Harry Harper, the originator of the "all-electric ideal home" adjunct to the California Red Seal program, which includes the whole works, from toaster to electric heating,

has been stepped up in a recent move. Edward J. Wallis, since 1916 Pacific district manager, retired. Harry Harper moved up to succeed Mr. Wallis. And Al Nicoll, San Francisco district sales manager also rose to become district manager of San Francisco. Harry's achievements and civic undertakings run a wide range, from palling with Mary Pickford on the annual Christmas tree lighting movement to heading up the appliance committee of the Pacific Coast Electrical Bureau. Al Nicoll too has carved a big place for himself in San Francisco electrical affairs, was president of the Electrical Development League, always prominent in wholesaler activities.

Southern California Edison is still working on its fall range campaign. Possibly it will not get under way until October. H. C. "Bud" Rice, merchandise manager, wants to be sure of all the details before giving the zero hour signal.

Bureau of Power and Light, Los Angeles' city utility, has been granted promotional advertising on load building items. Though it does not sell appliances except to employees, it organizes dealers, does advertising and generates sales for dealers. The first

barrage started with the refrigeration advertising. It will be followed by a big range booming later.

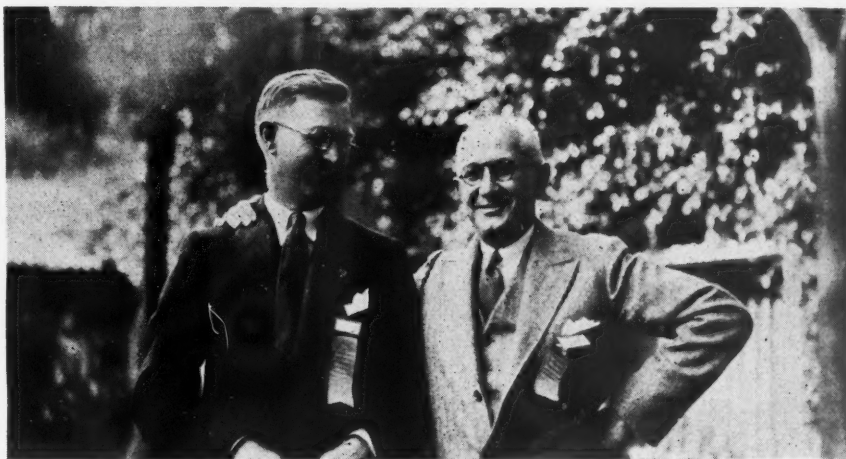
Meanwhile under the guiding hand of R. G. Kenyon, of Southern California Edison Co., Ltd. (no title, just useful), the newly formed refrigeration bureau is getting all steamed—or should it be frosted up. Many of the old taboo subjects are having an airing. Distributors are getting on speaking terms. Big and small manufacturers are facing refrigeration's future eyes front instead of bent at right angles watching the other fellow out of the corners.

Speaking of Refrigerania, H. H. "Kelly" Courtright's Valley Electrical Supply Co. & Dealers were winners on the Pacific Coast in the Monitor Top War, making a higher percentage of quota than any other distributor west of Pennsylvania. War or no war, the selling still goes on. In one little town, Selma, last month 17 refrigerators were sold.

Just before he went East to the mid-summer conference of G. E. refrigerator distributors at Cleveland, Kelly Courtright inaugurated a real idea to help his cooperating dealers. J. U. Berry, his crack window decorator and display man, who wins national contests without half trying, made a tour of the entire San Joaquin Light & Power Corp. territory visiting all the dealers. He advised with them, helped them snap up their windows, redesign them, dress them so that they would sell more merchandise. Dealers have been very receptive to this added feature of co-operation.

Vancouver Tries Cooperation

Dealers and the B. C. Electric Railway Co. up in Vancouver, B. C., Canada, seem to have come to better understanding in the past few weeks and are mutually trying to sell together.



RICE AND HARPER

The first is waiting for the zero hour; the second is Graybar's new coast boss and friend of Mary Pickford.

The utility made its case clear. More than that it has undertaken a number of promotional activities that are helpful to the dealers. To its street car riders it distributes a little leaflet, for instance. This, "The Buzzer," carried a message to the public that is worth thinking about. "Electrical Manufacturers Need Live Dealers," it was headed, and went on to show that whereas dealer stores for many years had not been interested in appliances, the utility had had to pioneer them, then was urged, even begged by manufacturers to handle their lines. "Naturally the B. C. Electric cannot sell every line, nor does it want to. The more electrical dealers there are in the field the better we like it. There is a reliable electrical dealer in your neighborhood who can serve you as well as we can," it concluded, "Therefore, if you wish to visit your local dealer, by all means do so. Also, if you have any electrical work, such as convenience outlets, to install, the electrical contractor-dealer can do it for you."

Northwest Looking Up

Those who have been into the Northwest lately say that the signs for improvement are definite. Lumbering looks to sell a few board feet on highway bridges and railroad ties, and this will mean employment and payrolls. Thus the appliance prospect looks fair. Puget Sound Power & Light have sold a good volume considering everything, and more of the sales have been for cash.

Air Conditioning

Frigidaire sold one of Portland's biggest department stores a big air conditioning job, the largest of its kind on the coast to date. It also sold a fine job for the administration buildings at Boulder City. Residences are beginning to drop into the line, too, a big home near Fresno, Calif., was reported among the latest. So the signs for air conditioning are on the up.

Altogether, it looks like the patient will live.



AUTO-KITCHEN

The G. E. Kitchen will take to the road, function as coordinating in range, refrigerator, dishwasher selling.



G. E. LABORERS

T. K. Quinn, George A. Hughes, Paul E. Zimmerman and Carl Snyder like their overalls and spades, prepare for a digging this fall.

OVERALL PARTY

G. E.'s Convention Anticipates Fall, Gives Distributors New Grip on Business Shovels

WHETHER engaged in the hectic tussle of an election in the mythical country of Refrigerania, or organizing military offensives against sales resistance, General Electric's Refrigeration Department may be depended upon to stage a colorful show, inject useful dramatic excitement. Well staged, too, is the annual gathering of the Topper's Club, comprising some 400 of the year's crack salesmen.

In keeping with the tradition to dress up a sales convention, put pep and enthusiasm into the delegates, was G. E.'s sixth annual fall sales convention of the refrigeration department, staged recently in Cleveland. Doffing their politician's cutaways, their military uniforms, distributors were provided with overalls, spades, other digging instru-

ments. Thus significantly attired, resembling in conclave a gathering of union workmen, officials and distributors buckled down to the job of preparing for G. E.'s big fall offensive. In conjunction with the refrigeration department, were representatives of Edison General Electric Appliance Company, the range division and G. E. Walker Dishwasher Company.

Keynoted by New Jersey Congressman's gray-haired C. A. "Doc" Eaton, the meeting soon settled down to business. Talks by T. K. Quinn and C. E. Wilson, General Electric vice-presidents, probed the present business situation, anticipated prosperity, gave distributors a new feeling of optimism, a firmer grip on their shovels. Under the various department headings, the following plans were laid, results announced:

Refrigeration

(1) Announcement by sales promotion manager Walter J. Daily that newspaper, trade paper, magazine advertising for the balance of the year would involve expenditures of more than \$700,000.

(2) Outline by merchandising manager M. F. Mahoney that thousands of dollars in cash bonuses would be paid salesmen during 2-month fall campaign.

(3) The announcement of a new conventional model refrigerator minus G. E.'s famed monitor top, to be marketed at \$147 f.o.b., produced by Edison G. E. Appliance Company, Chicago.

(4) Plans for central station activities were presented by H. H. Bosworth, commercial refrigeration by W. E. Landmesser, apartment house sales by G. D. Kobick, dealer activities by A. A. Uhalt.

Ranges

(1) Announcement by George A. Hughes, president, Edison G. E. Appliance, that power companies are preparing to spend greater proportions of advertising appropriations on ranges, that many utilities will make ranges their major sales effort.

(2) Outline by P. L. Miles, range sales manager, of plans for intensive fall and Christmas drive on Hotpoint ranges.

(3) Assurance by advertising, sales promotion manager W. A. Grove that newspapers, trade papers, direct mail would be biggest ad medium for fall campaign, with emphasis on local effort.

General Electric Kitchen Institute

(1) Competent analysis by director Lorin W. Smith, Jr., of just what the Kitchen Institute's function is, of the increasing interest in the idea on the part of realtors, architects, builders, the public.

(2) The use of the Kitchen as a coordinating factor in the merchandising plans of refrigerator, range, dishwasher (headed by Carl Snyder) lighting and appliances. It sells no appliances, acts rather as a sales promotion service to all other divisions.

(3) Introduction of G. E. Kitchen auto truck, laid out as model kitchen, equipped with refrigerator, range, dishwasher, clock, toaster, ventilating fan, radio.

CENSUS GLEANERS

HELPFUL to the electrical appliance manufacturer and large distributor, will doubtlessly be the study entitled "Major Retail Markets of the United States," facts gleaned from the U. S. Census of Distribution by Erwin, Wasey & Co., New York advertising agency.

For each of the 370 cities in the United States having a population of 25,000 or more, Erwin, Wasey have dug out of the Census of Distribution figures showing the total retail sales of household appliance dealers, have determined the percentage that each city's sales represents to the total country, have prepared a retail sales index, and have determined the percentage of each city's sales to the state total.

In the analysis, the retail sales index gives 100 as the average for the country, with Utah retail sales placed at 200, and with the retail sales of Mississippi placed at 29. Among the larger cities, Kansas City, Mo., ranked highest with sales listed at 423 per cent. New Bedford, Mass., ranked lowest, with sales placed at 34, or 66 per cent below average. It is shown that retail household appliance sales are below average in 23 of the 48 states, or in almost half of the country.

In dollars and cents, New York state ranked first in retail household appliance sales, Pennsylvania second, Illinois third, California fourth, Ohio fifth, New Jersey sixth, Texas seventh, Michigan eighth, Missouri ninth, Massachusetts tenth, Wisconsin eleventh, and Illinois twelfth.

In addition to household electrical appliance store sales, similar material is available for lumber and material building dealers, hardware stores, auto tire and accessory dealers, auto dealers, variety stores, department stores, drug stores and grocery stores. Likewise, master figures are included on total retail sales for each city, per cent of total U. S. retail sales, retail sales index, per cent of total sales in states, total sales per capita, and 1930 population.



P. L. MILES

Hotpoint's Pierre Miles, range sales manager, donned overalls, looked ahead to Xmas.

CLOCK AGREEMENT

Cross-Licensing Arrangement May Iron Out Industry Troubles

ESTABLISHED electric clock manufacturers, depressed by recent poor sales and annoyed at increased competition from cheap clock manufacturers who have hammered down average retail prices from \$20 in 1929 to \$6.50 in 1931, take new heart in a cross-licensing arrangement, long awaited and just concluded.

The Warren Telechron Company, in which the General Electric Company is interested, the Westinghouse Electric & Manufacturing Company, and the New Haven Clock Company, have entered into a cross-licensing arrangement and have in turn granted licenses under their patents to the Sessions Clock Company, Forrestville, Conn., the Hansen Manufacturing Company, Princeton, Indiana, Wm. L. Gilbert Clock Company, Winsted, Conn., The E. Ingraham Company, Bristol, Conn., and the Waterbury Clock Company, Waterbury, Conn.

Previous licenses have been granted by Telechron to the Hersheide Hall Clock Company, Cincinnati, Ohio, and the Chelsea Clock Company of Chelsea, Mass. New licensing arrangement is expected to permit these independent manufacturers to make non-infringing, self-starting synchronous electric clocks. It is expected also to dissolve numerous suits, charging patent infringements.

Significant is the omission of the Hammond Clock Company from the list of new licensees. Chief competitor of Warren Telechron, Hammond is engaged in a suit with Warren Telechron over auxiliary-powered synchronous electric clocks.

SALESMAN— ENGINEER

The New Chairman, National Sales Section N.E.L.A., Wears No High Hat

EVERY rule has at least one good exception. Football shouldered square jawed Paul M. Downing, newly named chairman of the National Sales Section, N.E.L.A., is that exception. The rule, in his case, runs, "a salesman is a salesman and an engineer is an enigma, and never the twain shall meet" and the vice-president and general manager of the Pacific Gas and Electric Co., San Francisco upsets it. P. M. Downing is an engineer but he is also a salesman.

Those familiar with his past career,

his rise from lineman to vice-president in charge of construction and operation along the engineering pathways may have gasped at the thought of the N.E.L.A. selection of its new sales section chairman. But these may not have seen the obvious interest Mr. Downing has always exhibited at sales and commercial results.

Had they noted the signs they would remember Mr. Downing's informal talk to the commercial section, Pacific Coast Electrical Association, meeting in a conclave in San Francisco the year Mr. Downing began his administration as president of that association. Even then he exhibited strangely un-engineering courage and outspokenness on the subject of rates, sacred cow of utility managements.

Simple Rates Champion

"I remember when the first 800 hp. motor was brought out here by the Columbia Steel mill," he said. "Everybody was scared to death of what it would do to our lines when it was started up. A great deal of elaborate preparation was made to compensate for the great surges we expected would result from its operation. We did a great deal of speculating on the special rates such big demands would require. But when it was turned on, and nothing much happened, we soon learned that we could accommodate a great many such loads."

That was Mr. Downing's first skirmish with the general incomprehensibility of rates. At that time he urged commercial men to influence their managements by their experience in rates and their knowledge of the effect of rate structures on the sale of load. His national debut on the N.E.L.A. program at the last convention gave vent to his classic milk rate card, done in the best utility manner.

Plainspoken, often blunt, P. M. Downing has little use for useless ornamentation or bush beating. He speaks, acts, lives directly, plainly. There is no high hat in his wardrobe nor in his attitude toward employees, the men and women of the industry, or business connections. Paul, to a great circle of acquaintances and friends, is still too much the sturdy football man for such foolishness.

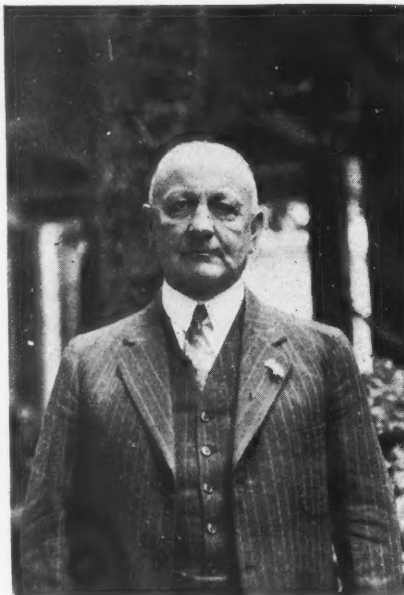
A story he often tells on himself is of a chamber of commerce banquet in the little city of Colusa, Calif., where, prior to his association with his present company, he was officially known as manager of the Colusa Gas & Electric Co. In reality he was everything from gas maker to line foreman when occasion demanded it. Gas was made in the morning, stored in a holder, and usually enough was on hand to last through the night. But on this occasion, in the middle of the banquet, the lights began to flicker suspiciously. In his claw hammer suit P. M. Downing

rushed to the gas plant and stoked it up so that it would recharge the holder. Washing up he returned to the banquet, and after it was over that night climbed some poles to repair a line in trouble.

A high official of the Southern Pacific, in those days a switchman, recalls how the interested Paul Downing used to knock off from pole climbing once in awhile to take a ride on the switch engine.

Leland Stanford Grad

Born of farmer parents in New-ark, Missouri, Nov. 27, 1873, P. M. Downing went to school in that state,



P. M. DOWNING

The new chairman of N.E.L.A.'s National Sales Section, played football with Herbert Hoover.

graduating with a B.S. degree from Washington college in 1891. He then came west to California to enter the newly started Leland Stanford, Jr., University, at Palo Alto, from which he graduated with an A.B. degree in 1894, in the first class to be graduated from that now famous institution.

For four years Paul Downing played on the varsity, the last two years as its captain. He was tackle on the team for which young Herbert Hoover, as student body treasurer, was manager. Those were the days of huddleless football, 45 minute halves and no quarters, no time outs—he men football with whiskers. Downing liked the game so well—still loves it—that after graduating he took a job as coach of the Oregon State college. Even during his first job, as dynamo tender at the Tacoma Light, Gas & Power Co., he played on the Tacoma Athletic club team. Today he plays a hard, consistent game of golf, and has his home over run with trophies.

A special elevator starts working at the P. G. and E. building at 245

Market St. to take P. M. Downing up to start work in the morning at 6:30 and he is one of the last to leave at night. The reason is as simple as the man is direct—he likes his work. To the work of National Sales Section chairman he has recently added to his duties a very important responsibility. In these times the collection of long overdue accounts is a delicate, a difficult task. Many more people feel that they would like to talk to the manager about their circumstances, to have him appreciate that they are doing their best to pay. This is no time for hard-boiled shut offs. It is job difficult for any employee, a job which merits managerial judgment. P. M. Downing has taken upon himself this personal responsibility.

LIGHT UP—

SCHOOL FAILURES

Alabama Makes An Experiment

A 20 per cent reduction in school failures has been the result of a two year test in class room lighting conducted by the Tuscumbia (Ala.) City Schools in cooperation with Alabama Power and General Electric engineers.

The school building chosen for the test was completed in 1930 and both in design, furnishings is modern. Two rooms were selected containing the same floor space window area, exposure to the sun. Each was already equipped with two 150 watt direct lighting fixtures. In one this lighting equipment was permitted to remain unchanged, in the other it was replaced with four 300 watt totally indirect fixtures controlled by a General Electric photo-electric relay or "electric eye."

At the end of the first school year (1930-31), it was found that it had been necessary for the lights controlled by the "electric eye" to operate 34.1 per cent of the school hours to maintain 12 foot candles of light during school hours on the last three rows of desks farthest from the windows. At the end of the second year the lights had operated 32.6 per cent of the school hours to maintain the same intensity of light.

Two Classes Compared

The first year's test developed 4 failures out of 36 pupils in the light-controlled room (A), as against 11 failures out of 34 pupils in the other room (B), an actual decrease of 20 per cent. The standing of the children in Room (A) was so astonishing as to grades, attentiveness and alertness that the experiment was continued a second year to check the methods of dividing the classes as well as the results. The

second year's results duplicated those of the first, there being 8 less pupil failures in Room (A) than in Room (B) out of 42 pupils in each room.

Of equal importance, the teachers testified "The children in Room (A) were much more alert, cheerful and attentive, while those in Room (B) seemed restless and sleepy on dark days and were harder to teach."

While no definite value according to J. S. Sutherland of the Alabama Power Company can be placed on the intangible benefits to the children and teachers in the way of increased knowledge and improved and preserved vision, the test developed that controlled class room lighting will pay for itself in dollars and cents. The electric energy consumed in each room was metered and the cost of the additional electricity was \$22.35 for the term.

CAMP

COOPERATION XII

*Association Island Gives Way to Bermuda
But the League Conference Worked
Just as Hard*

EVERY summer for the last ten years, has seen a Camp Cooperation at Association Island. These meetings have brought together local organizations for the promotion of a cooperative spirit. These camps have been valuable in giving the Electric League movement prestige, practicality. This year the meeting was held, not at Association Island, but on the *SS Pan America* to and from Bermuda.

About 90 people took the trip representing more than twenty odd leagues, national association men, manufacturers, observers. A large portion of the conferees were accompanied by their wives, and the party, which had been viewed with skepticism in many quarters as a junket, turned out to be a serious and, on the whole, fruitful series of conferences.

The program was largely given up to the discussion of marketing problems. Whereas in former years the Red Seal Plan, Franklin Specifications for Lighting, classes for maintenance men, and how to run a league picnic, took up many hours on the programs the leagues are today developing a technique of merchandising promotion. At this meeting league men discussed the best means for the cooperative activities which actually lead to the sale of merchandise. The Refrigeration Bureau, the operation of local bureaus, the national range program and the many problems it presents in local application, the opportunities for cooperative work in developing the air conditioning market, sales organization for appliance selling, are representative subjects from the program, and gave rise to much intelligent discussion. A whole session was given up to lighting problems, promotion.

The ceremonies which have concluded all the Camps Cooperation lacked this year, of course, the traditional background, but J. Robert Crouse told simply, compellingly, the story of the growth of this industry movement, and "Boney" Atkinson, assisted by the imagination of the audience, conjured up the Spirit of the Island.

Unique in Camp Cooperation annals was Sunday morning Service, ably conducted by Dr. George W. Allison. Another innovation in the story of these Camps was a final luncheon meeting held, not on the boat, but at the Waldorf Astoria Hotel in New York. This was attended by the presidents of the four major associations: G. B. Cortelyou, N.E.L.A.; Gov. J. H. Trumbull, N.E. M.A.; B. W. Clark, N.E.W.A.; and L. H. Mayer, A.E.I. Mr. Horace P. Liversidge, vice-president, Philadelphia Electric Co., gave a notable address on the industry fundamentals that make cooperation essential. Said he in part: If I know what I'm talking about there are four major branches of this industry. They are represented by, or perhaps it would be better to say they are embodied in, the National Electrical Wholesalers Association, the National

Electrical Manufacturers Association, the Association of Electragists, International, and the National Electric Light Association. There are others, of course, but I do know these four contain the major groups composing the electrical industry. Now, if that is a fact; if there are at least four chief divisions of this industry; if we are all interdependent; if each is incomplete without the others—then how can I, as an individual engaged in just one phase of this four-sided enterprise, hope to achieve maximum success by ignoring or underestimating the importance of the other three interests and going it alone? The proposition is too simple, too clear, and, in such times as seem now to lie immediately before us, too halting and short-sighted, for the answer to be other than a simple negative. We can't go about our business in that way, and I don't believe any one interest or subdivision of an interest represented here has any desire to take everything to itself and leave other interests which have contributed to the success of the entire industry to go their ways unnoticed—as if this industry were not of necessity an indissoluble partnership. . . .

REFRIGERATOR SALES

Unexpected would have been large July refrigerator sales after heavy consumer buying in June, done to escape the Federal sales tax. In spite of adverse conditions, however, 28,785 household electric refrigerators were sold in July, according to estimates of the Electric Refrigeration Bureau, announced by manager George N. Brown. Total domestic refrigerator sales for the first seven months of this year amounted to 618,740 machines, which is an 83.6% realization of the Bureau's quota of 740,068 machines. Credible is the performance of the refrigeration industry in selling these 618,740 units in the January-July period, since 1931 sales for the same months amounted to only 699,428 machines.



LEAGUE CONFERENCE

Tom Moore's Bermuda Tavern was a good place to stop but there was a shortage of ice.

What I have learned about Handling

DR. GEORGE W. ALLISON is one of our leading authorities on the hiring and training of salesmen. Beginning his active career as a Baptist minister—from whence comes the “Doc” by which he is so widely known—he exchanged the pulpit in his church for the speaker’s stand at sales gatherings. A born student of men with a profound understanding of human psychology, he has made for himself a high and enviable place in the electrical industry.

As organizer, in Chicago, of both the Hoover and Maytag sales organizations; as sales counsellor to the 1900 Corporation and a score of prominent electrical manufacturers, “Doc” Allison has interviewed thousands of men, has analyzed with characteristic thoroughness the weaknesses and strengths of selling methods and has personally trained and put into the field crews that were able to produce results.

Currently he is engaged in the vast job of mobilizing the field resources for N.E.L.A.’s Electric Refrigeration Bureau—a task of heroic proportions. The patience and the persuasive zeal which “Doc” Allison brought to the work of forming of cooperative groups, for the greater spread of cooperative endeavor in the industry, through the agency of the Bureau, has contributed generously to its success.

To thousands of dealers, distributors and utility men, the vital enthusiasm, the genial warmth of the man’s personality, has been a gratifying personal experience.

Here, in an intimate gathering with a group of dealers and distributors, “Doc” Allison brings some of his wide experience, his personal knowledge and his common sense to the problem of handling salesmen. He is talking about how to get men, how to break them in once you’ve got them, how to direct them and, finally, how they should be compensated if they are to continue to produce results. These questions are more important today than they ever have been; they are being discussed by a man whose knowledge of this subject commands the attention of men of our industry. It is not a bad time, then, to listen in. From time to time, “Doc” may be interrupted by a question—but he’s used to that and he never lacks for an answer. Let’s listen in:

“A NUMBER of dealers—small dealers, mind you—those who might employ from four to six outside salesmen profitably—have asked me to formulate some kind of guiding rules concerning the hiring and handling of salesmen. It is an important question and one on which opinion and experience differ widely. It would be obviously impossible for me to outline the various methods at present employed by businesses of all kinds. What works for one type of organization does not necessarily work for another. But in the electrical appliance business with which I have had some considerable experience, I think certain fundamental rules may be applied which, through my personal observation, may be depended upon to bring about the desired results.

“We are naturally concerned first with the question of where good men come from, and the various ways

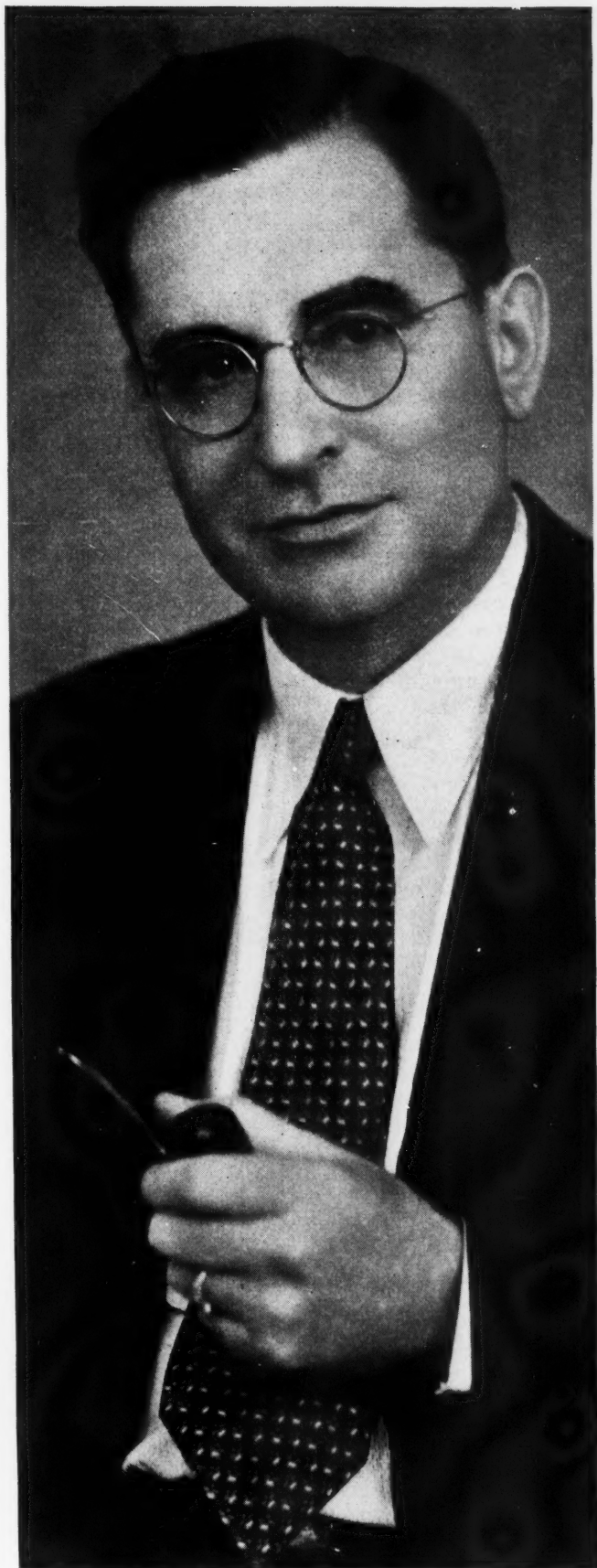
employed to get them. It is one of the most important questions with which we have to deal, and I intend to spend a little time on it.

“Three methods are commonly employed in hiring salesmen. First, advertising; second, personal contact; third, through the organization. The greater number of companies employ the time-worn method of advertising through the Help Wanted columns in newspapers. It is a method which in years gone by I have employed personally, when organizing large sales crews. I have interviewed as many as 75 men in a day—a procedure which is not only highly wearing on the man who is doing the hiring, but can hardly be said to produce the permanent results in an efficient sales crew, which its sponsors seem to believe. At one time in Chicago I had so many men to interview that I decided to take them in groups, rather than individually, and by a process of elimination, weed out three or four promising men from a group of anywhere from thirty to forty. I would begin the meeting by stating baldly and plainly what the proposition was, and inviting any who were not interested to leave immediately. I would then proceed to an outline of what was expected of the men, and stop three or four times during the interview, to invite any more who were still not interested, to leave. In this way, the meeting was boiled down to the few who might be taken over, preparatory to training and supervision.

“This procedure, while it simplified the process of obtaining men, did nothing to eradicate the evil of the large turnover we had, once they were in the organization. Out of twenty men that started, one might confidently anticipate that only a single one would be left within sixty days. The fault lay, as a rule, not with the training, the supervision or the compensation given the men, but from the very necessary evil of hiring men in this manner.

“It was about at this time that I made an interesting discovery. I went over all the records of the men in the organization who were good producers, and found that only 16 per cent of those who were bringing in business, had been hired by the advertising method—that is, from outside the organization. I made the astounding discovery, however, that 69 per cent of the good producers were men who had been hired from friendship and acquaintance within the organization. In other words, a large part of our time and energy and

An interview with—



DR. GEORGE W. ALLISON

of the N.E.L.A. Electric Refrigeration Bureau, former sales counsel and organizer for Hoover, Maytag, Nineteen Hundred and other prominent electrical manufacturers

Salesmen

money had been spent in trying to find men who, in the final analysis, made up only 16 per cent of the producing organization. It would seem logical, therefore, that if our efforts were put into attracting men through acquaintance with those already employed, that the results would be far more impressive.

"We adopted this procedure, and found it had many advantages. These are easily outlined. In the first place, only successful or enthusiastic men within the organization would recommend that their friends be employed by the organization for which they are already working. A man who was dissatisfied with his present position would hardly recommend that one of his friends join him in the work. Secondly, the very background of acquaintance helped in selections. A man already employed would not recommend his friend unless he had some line on his capacity, his interest and his probable success in that particular line. The other side of the question is just as important. To a new man, the element of friendship within the organization does away with that feeling of strangeness and of being an outsider, in addition to the fact that his friend or friends within the organization can be of great help and assistance in training, directing and bolstering up his confidence, during the first trying week of his apprenticeship.

"To summarize, then, on the question of hiring men: The advertising effort produces the minimum of good workers, with a maximum of time, energy and money spent in obtaining them and directing them. In addition, the mortality among men hired from the streets is far greater than those who are obtained through personal contact. Men obtained from acquaintance within the organization have, in the first place, something to recommend them to that organization, and in the second place, the friendly interest and assistance given them by their sponsors."

Questions from the floor—

"You haven't made it clear, Dr. Allison, about the type of men who prove most satisfactory in sales work. Should he be young or old? Should he be married or unmarried?"

"That's a good question. Perhaps I can answer it this way. In one organization of about eighty men, who were producing results, only two of them were under 24 years of age, and unmarried. The inference is clear.

—By *Laurence Wray*

A man with a wife, family and responsibilities, feels under a direct obligation to make good. Given a reason and purpose, the rest is entirely dependent upon the salesman's own ability."

"If there are no more questions on hiring men, we come naturally then, to the problem of breaking them in. Right here is where a lot of mistakes have been made. The commonest of these mistakes is trying to add too many men at a time. The organization cannot assimilate them, and if they can, not sufficient time can be given to train each man properly. The next most common mistake in breaking men in, is to throw them out on the job too quickly, and without sufficient preparation. I would like to take issue here with those men who believe that all a new man needs is to be sent out with an experienced one, and made to watch him close a sale. The new man has done nothing constructive here to bolster up his own confidence, and it is the old story all over again, of trying to learn something by watching somebody else do it. There is a definite place for this, but it comes later in the man's training.

"THE method I have used that has been most successful in getting new men started, is as follows: Take 8 or 10 present users, who, as far as you know, are satisfied, and let the new man go out and call on them. He has already been taught something about the mechanical features of the appliance, and his job will be merely to call on the customer and find out if it is giving perfect working satisfaction. In most cases, the new man will find that the customer is enthusiastic about the device, and she will talk freely about what a great help it has been to her, in her work. Sometimes the new man can find some small adjustment, some setscrew that needs turning or a belt that needs adjusting, or some similar job that he can perform at the time. He takes away, then, from the visit a feeling of confidence, of friendliness toward the work he is engaged in. Before he leaves the customer, however, he should ask her whether she knows of any of her friends who might be interested in buying a machine, whether it be a washing machine or a refrigerator. In most cases, the salesman can pick up two or three leads from each customer he visits. In this way, he begins to build his own personal prospect list and feels that he is laying the groundwork for some real business of his own. One man I had in Chicago brought back a list of 8 to 12 prospects, on his first day, from these "seeing the user" calls, and in the first week he sold five of them. At the end of the month he had sold 26 washers, and earned a gold watch from the manufacturer for the best record that month. This is an unusual case, of course, but it serves to illustrate the point.

"The next step in the salesman's breaking in, should be to send him with experienced help to follow up his prospects. Now is the time he can watch another man, thoroughly experienced to the job, make a demonstration in the home and either close the sale or make arrangements for a call back. The new man, of course, gets the commission on the sale, but the valuable thing is that he has done something that he *could do*. Instead of starting out the first day in making a lot of cold turkey calls, from which he will retire discouraged with a rebuff and the unfriendly atmosphere which he would be bound to encounter, he has gone out and talked to people who were friendly, who were enthusiastic about what he had to sell, and who, by giving him the names of some of their friends, were helping him to get

started. By this time he's got a taste of blood, and his calls from that time on will be made with confidence and a feeling that he is finally engaged in a good, dignified work.

"We come now to the important question of directing men. Much has been written on this subject, many methods are employed. As we have already touched upon it, however, in the question of breaking men in, I will be brief, and say just this—that *the men have got to work on a definite program*. There should be a definite time for reporting in the morning; it should be clearly understood where the man is going and how many prospects he is going to call upon; provision should be made for his reporting back at noon, and a similar constructive program laid out for the afternoon. I believe a certain amount of time should be allocated to the making out of prospect cards, and a certain amount of time certainly should be spent in following up present users, both for the purpose of keeping the customer satisfied, and for the purpose of obtaining new leads. In addition, it is my personal belief that the salesman who is spending a part of his day in canvassing, should also make it a point to follow up customers who are behind in their payments, or who, for some reason or other, have proven bad credit risks. There are one or two very good reasons for this. In the first place, a regular collection man is more liable to antagonize the customer by his strong-arm methods, and equally important, the cost of collecting outstanding accounts by a separate collection agency is very high. In one organization, I found that they had \$24,000 in outstanding accounts. These had been on the books anywhere from a year to three years. Collection costs were 18 per cent. Dividing the accounts among the company salesmen and paying them a small commission for bills collected, I was able to reduce the accounts receivable to \$11,000 by the end of the year, at a collection cost of 11 per cent instead of 18 per cent.

"THERE is only one further point that needs to be touched upon in this discussion of hiring and handling men—compensation. Like the other points in the discussion it is important, but I cannot agree that it is a specially difficult problem to solve. The only time it becomes serious, as a matter of fact, is when sales are not being made or when men find it difficult to play square and make a living. I would even go so far as to say that *any* method is all right providing that salesmen can make a living.

"You are all familiar with the various methods of compensation at present employed—straight commission, commission with salary or drawing account or commission with bonus for sales beyond a certain volume. It is well to keep in mind at this point your main objective. Is it mushroom growth or slow, steady, dependable returns? Many retail merchants in the appliance business believe that they will get their greatest return from a large number of men operating on straight commission. As I have already pointed out the abuses of this practice more than outweigh any advantages it may have. You do not attract the best type of men, you are engaged in a continual turmoil of hiring and firing and the very attitude of the men—anything to make a sale—soon results in customer complaints due to misrepresentations of the salesman.

"In my experience, the ideal type of set-up for the small dealer in this matter of compensating salesmen,

(Please turn to page 39)

refrigeration

WEST PENN'S MIGHTY SEVEN

WHETHER sales are up or down they are still being made on the doorstep. A classic example:

The West Penn Appliance Company is the merchandising subsidiary of West Penn Power Company. It operates 40 stores in western Pennsylvania. One of them is at Greensburg which has a population of 16,508, wired homes in the territory to the number of 7,600. Seven outside salesmen sell all appliances.

What happened: In April, the Greensburg office accounted for \$11,179.50 in appliance sales. Broken down they included 40 refrigerators, (2 commercial installations) 10 washers, 3 ironers, 7 radio sets, 8 electric ranges, 7 cleaners, 10 miscellaneous small appliances. Total: 87 sales. Most of the seven men sold close to \$1,500 a piece with the exception of one who was close to \$1,000. Biggest job was on refrigerators (Frigidaire).

How they worked: Interesting from the standpoint of outside selling activities is the compilation made by West Penn commercial men of the number of calls, demonstrations, calls per sale, demonstrations per sale made by Greensburg's mighty seven. The leader, C. F. Parks, made 20 sales (\$2,070.86) out of 390 calls, an average of 11.1 each day. Of these 390 calls, he made 32 demonstrations, 1.6 to every sale.

The breakdown of the seven men's activities:

Salesmen	No. of Sales	Maj. Sales in Dollars	No. of Calls Made	No. of Dem.	Avg. Calls a Day	Calls per Sale	Dem. per Sale	Sales per Call
C. F. Parks.....	20	\$2,070.86	390	32	11.1	10.9	1.6	5.30
R. Nichols, Sr.....	15	1,938.27	492	35	18.9	32.8	2.3	3.93
J. Williams.....	9	1,666.38	312	28	12.0	34.6	3.1	5.34
A. Fredericks.....	11	1,665.15	314	25	12.0	28.5	2.2	5.30
D. Beard.....	13	1,550.28	372	33	14.3	28.6	2.5	4.16
J. Cameron.....	10	1,359.38	306	30	11.4	30.6	3.0	4.41
R. McCreary.....	7	938.18	304	24	11.3	43.4	3.2	3.08



The spotlight is on one appliance at a time; counters are taboo.

ROBINSON DISPLAY IDEA

A NEW idea in displaying electrical merchandise has been evolved by C. C. Robinson, who has just opened a new electrical appliance store in Columbus, Ohio.

Each piece of merchandise is dramatized by the use of concealed electric lighting and each appliance is displayed upon a different level or shelf so as not to combat other appliances or compete for the customer's attention. In other words, the customer can rivet his or her attention on one appliance at a time.

Only one sample of each appliance, or of each model is displayed in the store, the balance of the stock being stored in the original packages as shipped by the manufacturer. A customer enters the store, looks over the merchandise, selects the appliance and model desired. The clerk merely has to send the order to the shipping room, where the appliance already is wrapped, ready for shipment.

In the store of the C. C. Robinson Company there are no counters and only three specialty tables. Every electrical appliance is handled, including the refrigerators, ranges, clock, percolator, fans, toasters, irons, ironers, washing machines, waffle irons, vacuum cleaners, electric water coolers, food mixers, lamps.

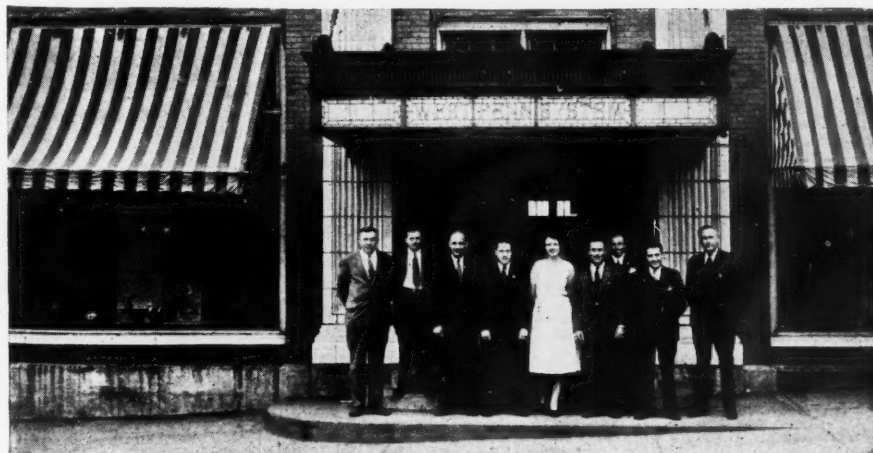
The second floor is given over to a model kitchen and institute where electric range, refrigerator demonstrations are held.

Both the exterior and interior of the display room are done in the modernistic manner. Interior general lighting, of course, is indirect. The exterior of the store presents a novel appearance, really giving the effect of two store fronts—one with the display window with a glass valance, running to within a few inches of the sidewalk, and another with a shorter window. The outside store front is done in black onyx, trimmed in aluminum.

The store design, method of display was originated by J. T. Dickson of the electric refrigerator department, General Electric Company.

SALES

For statistics, records of refrigeration sales, see page 23 of this issue.



Seven men averaged \$1,500 a piece in one month.

washers

THE PUBLIC HAS NOT ACCEPTED APPLIANCES

*George Hughes of Haag Brothers Dis-
agrees with D. M. Nelson of
Sears, Roebuck*

THERE can be no question that the mail order catalogue is a barometer of the trade demands of the American people, for this class of retail outlet offers only such commodities as sell readily under price inducement. I cannot agree, however, that the experience of the mail order operation provides an accurate picture of what is generally accepted, and in no uncertain terms do I challenge the opinion of D. M. Nelson merchandising manager, Sears, Roebuck & Co., that "the need for educating the public about electrical appliances through specialty salesmen is over." The experience of the entire electrical industry is in contradiction of the statement.

I agree with the opinion that "any woman knows that the weekly laundry work is disagreeable" under the washboard process, but the elimination of hard work touches the buying motive of only one class of washer buyer, and even here it is not the primary reason for a washing machine purchase.

In my opinion two important conditions are overlooked in Mr. Nelson's statement:

First, a goodly percentage of washer buyers formerly sent their clothes to commercial laundries. This buying class would not be remotely interested in a sales appeal that is mainly based upon elimination of washday drudgery since they have no experience in connection with it.

Secondly, the primary appeal of washer selling is in less wear on clothes, and elimination of costly laundry bills, supplemented by the appeals of speed of washing and elimination of hard work.

Creative Selling Necessary

The average housewife is not fully acquainted with the first three advantages of washing machine ownership. If she was, we would have attained that Utopia of selling that we are pleased to call complete acceptance, and there would be tens of thousands of buyers to every hundred there are now. But until the average woman is fully acquainted with the benefits of a washing machine in the home, creative outside selling will be necessary. Inasmuch as it will be many years before we reach this point, creative outside selling will be continued by those

dealers who desire to stay in the business picture.

I can easily understand how Mr. Nelson could arrive at his conclusion that creative outside selling was no longer necessary where appliances are concerned. The inducement offered by his organization is price, and it is not unusual for price merchandisers to overlook the factors primarily responsible for the customers interest, and assume that price alone is the magic word that created attention, interest and desire in the article. Where customers are interrogated, however, it is usually found that at one time or other



HAAG'S HUGHES

*"Those who have made a close study
of washing machine merchandising
. . . ."*

the idea of washing machine ownership was sold to them by a specialty salesman, usually in their own home. There is hardly any doubt that if all specialty sales organizations discontinued their creative sales work, the sales volume of the price merchandiser, who sits inside and waits for business to come to him, would fall to a level of less than twenty per cent of today's sales.

Last March I induced one of our dealer accounts to take steps to determine the basic reason for consumer interest in washing machines. One hundred women who had come into the store, but with whom the dealer had had no previous contact, were interviewed:

82 stated that salesmen for other dealers had sold them the value of owning a washing machine.

17 stated that they were interested because of the recommendations of friends who owned washers.

3 stated that advertisements had induced them to investigate.

While all admitted that the dealers advertisements had induced them to come into that particular store, and while there can be little doubt that periodical and newspaper advertising had strengthened their decision to act, it appeared obvious that fully 82% of these potential customers would have indefinitely deferred action if there had been no creative outside selling, and sales would have been materially affected.

Business for the Asking

Those who have made a close study of washing machine merchandising concur in the opinion that a tremendous reservoir of prospective buyers was created by the five years of intensive creative outside selling prior to 1931. It is also agreed that the price merchandiser has sapped this market during the past eighteen months. If this is not true, how else are we to account for the tremendous volume of sales secured by the price merchandiser immediately following the first announcement of radical price change, and the steadily decreasing volume of price merchandise sold since that time in the face of further downward price trends? The answer obviously lies in the fact that, in the beginning, the business was there for the taking, the mere proffer of lower prices turning the trick. But today, the dregs of that market have been reached, and only those who have only a few dollars to spend remain. Consequently, sales volume of price merchandise continues to drop, and unless all signs fail, the lazy merchandiser, who makes no effort to assist in rebuilding the market through creative selling, and who sits inside and waits for business to come to him instead of going out after it as he should, will pass out of the appliance picture.

Mr. Nelson's statement that "So completely has the public accepted the electrical idea that it has outrun the expectations of the manufacturers themselves" also seems to be at variance with the facts. Dealer appliance sales generally are off color, and when dealer sales are off, it is quickly reflected in manufacturers output. Conditions brought about by the depression are to some extent responsible, but in no small measure is it due to the activities of price merchandisers who, in their attempt to merchandise specialties in the same manner as staples, have cut prices to a point where ambitious creative selling is discour-

washers

aged with dealers who have failed to improve their selling practices or who are handling lines that do not show visual reasons for the higher prices asked.

To Justify a Price

It may be true, as Mr. Nelson charges, that specialty selling has been guilty of having often been done largely to justify a price, but I am convinced that this was and is the exception rather than the rule. Those manufacturers who have been largely responsible for the growth of the industry have always conformed to standards that fully merited their suggested list prices. And there has been little question in the past that the buyer failed to secure value received. As a matter of fact, those manufacturers who are producing appliances today that have construction equal to that produced during the prosperity period, show little difference in their list prices, which, in view of the trying period through which we have just passed, is certainly proof that appliance prices were not inflated as Mr. Nelson's statement might lead one to believe.

The appliance industry needs and must have creative outside selling on the part of the dealer if the dealer and the jobber are to prosper, and the industry is to grow. And there is a very definite trend on the part of dealers to resume their former selling practices. This has been made possible through the selection of merchandise that has visual constructional differences, and consequently greater sales appeal, through more economical methods of securing prospects, and through more efficient selling that spells fewer losses of sales to lazy merchandisers.

SELL THEM

OFF THE TRUCK

Washers Are Not Bananas But Wilson-Schulz Sold 114 in 20 Days

A WAGON load of bananas or oranges going leisurely down a residential street, calling housewives to buy, is an old American custom, one of the most venerable of merchandising methods. Since a washing machine must be used in the home to be appreciated V. J. Durvin, manager, Wilson-Schulz & Co., Stockton, Calif., radio and electrical appliance dealers, conceived the idea of taking washing machines down residential streets as one would bananas, selling them as he went.

The occasion was the introduction of a low priced washer by one of the



ONE TRUCK, SIX MEN

Terms: \$4.50 down, \$2.00 a week; sold: 114 in 20 days.

manufacturers. Mr. Durvin felt that this would open up a new market strata to washing machine use, that in order to sell this new market unusual methods must be employed. With a lower priced machine the margin in dollars would not justify the type of selling which would sell a higher priced article.

A carload of washers was ordered, was advertised by big banners on the front of the store, and when it arrived two large flat bed trucks were loaded with as many washers as they would hold. Each was accompanied by a crew of six men.

Starting on a Monday morning the trucks moved out to a district of residences occupied by working people, small business folks. The crew spread throughout the block, canvassed every house, gave demonstrations and did washings, and sold the washers right off the trucks.

In a period of 20 days a total of 114 machines had been sold. Terms offered were \$4.50 down, \$2.00 a week. On monthly terms a higher down payment was asked. The only advertising used was that of the banners on the side of the truck and the signs on the front of the store.

A Tray Washer Campaign

Equally as successful had been Mr. Durvin when, for 30 days, they campaigned a tray type washer. He felt that if he could get them on the back porches of Stockton residences on a washday they would sell themselves and stay sold. He had two models: one at \$79.50, another at \$99.50, either one the price of a full grown washer toting its own tub.

But the convenience of the tray washer was a good feature in many homes lacking a back porch big enough for an ordinary washer.

Mr. Durvin organized two crews under a crew manager. He picked from the group who answered his newspaper ads for salesmen, about six men. These were to be the canvassers, but the closing was delegated to two experienced men of his own staff. The remainder of the crew could be green men, and for the most part they were—sixteen of them all told during the progress of the campaign.

Running for one intensive month, canvassing the entire city of Stockton, with a population of 48,000, the two crews sold 88 machines despite industrial, agricultural, economic conditions. The terms offered were \$5.00 down and \$2.00 a week. Monthly terms required a higher down payment. No advertising was used.

And They Collect!

Not only are Wilson-Schulz adepts at selling. Occasionally, a customer that has been sold refuses to pay.

After the usual notices, gentlemanly letters fail and the buyer of an appliance tells the Wilson-Schulz Co. to repossess if it wants to, a final letter is sent. It is only sent where the customer has blythely told them to "repossess and be damned." The company does not want to repossess, naturally, since this involves loss and new sales expense to recover that loss. Therefore faced with definite threat that not only will the appliance be retaken, but that it will be repaired, resold, and that the costs of such repairs, selling costs, including attorney fees, will be charged against him and collected by court action, the customer usually decided it will be cheaper and easier to pay up and keep the appliance. So well does this letter work that although this company sells a large volume of appliances its repossessions are very few and even then not at their own expense.

cleaners



RAIDERS IN ACTION

Five cars of salesmen started. Police curious, followed. Instead of machine guns they found vacuum cleaners.

NIGHT

RAID

Cleaner Men Borrow an Idea from the War

FIVE automobile loads of men jounced westward in Chicago one evening recently. Curious, a police squad car fell in line to see what it was all about. Families at their supper tables near California and Keeler looked up interestedly, when the procession stopped and out swarmed a crew of 25, each carrying a long, mysterious bundle under his arm, and each going a different direction.

"Why all the mob spirit—what's all the shooting for?" asked a man who stood polishing his car in front of his home.

"We are making a demonstration of a new piece of household equipment," a salesman told him. "We are showing it off to each neighborhood, circus style—here tonight only, gone tomorrow. You are not asked to buy anything. May we show this to you and your wife?"

"I guess so," the husband replied, leading the salesman into the home.

So started the first of the Scott and Fetzer "Night Raids" inaugurated in Chicago this summer for evening canvassing. To get the thrill and push of the gang spirit, to enable experienced salesmen to help new men, and most important of all, to catch families when the man of the house was home, the Scott and Fetzer Company assembled 25 of their men, had dinner, and drove

out in a body to cover a ten block neighborhood between 6:30 and 9:30 p.m., daylight saving time.

Two men were started around each block, going opposite directions. A car, containing extra machines was parked at a strategic intersection. Meanwhile Roy M. Leidstrand, division sales manager and assistant Gilbert cruised around to lend a hand to any man who faltered.



SQUADRON LEADER

Roy M. Leidstrand, division manager led the night raids. His army: printers, taxi-drivers, school teachers, bank clerks.

All approaches were cold turkey. Children playing in the front yards who showed curiosity were asked if their mammas owned cleaners, and offered a quarter apiece to stage interviews. Women with bundles of groceries were politely interrogated. Calls to homes were all via the front door. It was found that wives took on new courage toward opening the door to canvassers when the husband was present. Friend Husband was easily flushed when he opened the door himself, showing no sales resistance.

Where a two man call was made (always difficult in a city), the supervisor frankly told the family that he was introducing a new man, and wanted to watch him give a demonstration. Inasmuch as the new man got credit for his demonstration, it was explained, he hoped the family would be generous enough to listen to him.

The \$5 prize offered for the first sale made was quickly gobbled. The net result of the evening's work was 25 demonstrations by the 25 men, five sales, and from one to two call back appointments for each man. One salesman disposed of six cleaners within two weeks to friends of his first customer.

Delivery of the vacuum cleaner was immediately made on the down payment of \$10, the Scott and Fetzer Company taking a chance on the credit, feeling that the soundness of the neighborhood was a protection.

Very few of the salesmen who went out on this night raid were professional salesmen. They had been printers, taxicab drivers, school teachers, bank clerks. They were chosen, Mr. Leidstrand says, because they were (1) married, (2) could carry on an intelligent conversation and (3) were workers, as proved by their previous records.

"Night raids" are held only once a month, the sales manager states, as much of the enthusiasm and push that a group engenders would be lost if the show was put on too often.

VACUUM CLEANERS

STILL following seasonal trends, electric vacuum cleaner sales for July, 1932, dropped to 19,137 machines, according to C. G. Frantz, Secretary of the Vacuum Cleaner Manufacturers' Association. Hence July sales are lower than June, 1932, sales of 30,299 cleaners and July, 1931, sales of 35,447 machines.

Especially encouraging, however, is Eureka Vacuum Cleaner Company's progress during the first half of this year when operations resulted in net profits of \$18,420 as contrasted with a \$313,582 deficit for the corresponding period last year.

Electrical Merchandising, September, 1932

BELL RINGERS

*When Prospect Slips Meant Work-Hours
Stockton Employees Jumped In*

A POWER company wants to increase appliance sales; their salesmen want to find new prospects to sell. Many, diverse have been the means employed to find potential purchasers for electrical devices. Widely used has been the system of interesting employees in turning in prospects, the employee receiving a bonus when the sale was completed.

Like many another company, the Stockton, Cal., office of the Pacific Gas & Electric Company found that few of their employees availed themselves of the opportunity to make extra money by turning in the names of prospects despite the upping of the bonus from \$2 to \$3. Greater employee participation in prospect-sniping would have to take place if the company were going to meet their '32 budget. Lack of sales means lack of work to linemen, wiremen, service men, warehousemen, delivery men, field crews. Curtailment of working time, from 6 to 5½ days was ordered. From thence the idea. No sales, no work. Why not translate the usual employee bonus into terms of working hours?

In the office of division manager Jack Heryford, chairs were dragged up, blue smoke curled up round the heads of division sales manager Ward Schafer, division superintendent, Bob Evans. From idea to execution the three moved into action.

Next day blackboards appeared in every district yard, office. "Keep the crew working in 1932!" they sloganed. "These employees are helping you. How about helping them!" Below were spaces for listing names of employees, number of crew working hours generated by his prospect tip, a column for the bonus earned. In addition, was a computation of the crew hours of work generated by each appliance sale whether by the company or a dealer. Refrigerator, washer prospects were turned over to dealers; ranges, water heaters, air heaters, gas and electric, were turned over to company salesmen. The crew working hours computation was as follows:

Electric	Hrs.
Range	7
Water heater	5
Air heaters	4



BELL RINGER

For every range sold, 35 hours work for the crew. Then sales began to spurt.

Gas	Hrs.
Range	3
Water heater	6
Circulator	3
Gas	Hrs.
Floor furnace	4
Central furnace	5
Conversion burner	6

To foster team spirit, rivalry in creating work, the values were expressed in crew hours rather than man hours. Linemen, wiremen other employees jumped at the idea, saw in it a definite means to keep himself and his fellows on the job. "I turned in 7 hours work for you fellows," was a common remark, "How about turning in 7 hours for me?" The board was watched jealously, each trying to out-rival his fellow. One lineman even turned in a slip on himself, sent a salesman out to sell his wife a range. To most of the employees the crew work idea became of greater importance than the bonus earned.

1,272 Units Sold in 60 Days

Impressive were the results: Prospects turned in increased 250 per cent over previous records; 25 per cent of them were sold; the range water heater campaign quota (April 1-July 9) for the entire division had been set at 330 units; 367 were sold. Of these 660 prospect slips were turned in for gas appliances, 120 sold; 250 slips for electric prospects, 50 sales; 34 per cent of the total employees submitted slips.

To maintain employee enthusiasm,

inject dramatic interest, a large gong was set up in the division office. With every sale made, the salesman would ring the gong, the signal that if the appliance were a range that 35 hours of work had been created—7 hours for each of the 5 crews. Crew hour schedule was estimated from time required to set the range, run the pole line, service wires, set the meter, and additional service. The time of clerks, auditors, salesmen, executives was not estimated.

24 DAYS,

25 RANGES

*Cooking, 'Like Charity,
Begins at Home*

ELECTRIC cooking, like charity, begins at home. Feeling that ranges would be used more extensively in Los Angeles if Bureau of Power and Light employees were sold first, Chester Dye, range sales supervisor, decided to carry the range to the employees. The municipal utility of Los Angeles does not itself sell ranges, except to its own employees, seeks to stimulate sales for local dealers. Hence the special employee range campaign.

To reach the shops, warehouses, line crews, district headquarters located at considerable distance from the main office, a traveling display truck was equipped with three typical range models, equipped with banners, a loud speaker system. Arriving at a district office one range was hooked up and hot biscuits and coffee were served from the truck at luncheon time. Groups of employees were told the advantages of electric cooking orders taken for ranges.

In conjunction with this traveling display a more extensive display was established at the former recreation room at the main office. Sections of employees were invited on separate days, with a member of the group acting as host or hostess.

For the first 24 days of the campaign 25 ranges had been sold to employees with another month to go.

PLAN BOOK

TO HELP get central stations, manufacturers organized in local councils to sell 1,000,000 electric ranges in three years, N.E.L.A.'s National Electric Cookery Council, of which P. S. Arkwright is chairman, have issued their first Plan Book.

refrigeration, water heaters



A. M. TAYLOR

Leonard's merchandising director, hunted for his company's oldest ice box; found not only the ice box but a swell idea.

WHAT'S IN A NAME

Leonard Uncovers a Big Promotional Idea

THE Leonard refrigerator bears an old, established name. Its history goes back 51 years, when manufacture of ice boxes was started by the Grand Rapids Refrigerator Company, Grand Rapids, Mich. More than 2,500,000 of them found their way into the homes of America.

During July, 1932, the Leonard Refrigerator Company, now of Detroit, manufacturers of electrical refrigerators, sought an answer to the question "What's in a name?" launched the "Oldest Leonard" campaign. Through display advertising in leading newspapers distributors announced that the factory would pay \$500 for the oldest Leonard icebox. Furthermore, each distributor announced that he would exchange a brand new electric for the oldest icebox in his territory.

Thousands of users of Leonard iceboxes, according to A. M. Taylor, merchandising director, registered with dealers, presented sworn statements, other evidence as to the age of their models. A tabulation showed that for every entrance coupon filed, the sale of an electric refrigerator resulted.

Dealers, distributors were enthusiastic over the outcome, maintained that they had come in possession of the most workable list of prospects in the history of their businesses.

Phil A. Russell, president Russell Philco Radio Company, Leonard distributors in Kansas City, Mo., wrote: "We handled this through the Mace-Ryer organization. They ran a three column, 10 inch ad offering a Leonard (Electric) free to the owner of the oldest Leonard icebox still in use. They received over 300 entrance coupons in 48 hours and sold 21 boxes."

The J. A. Williams Company, Pittsburgh, reported that it had received 1,649 entrance coupons, had chalked up 350 sales.

Buhl Sons Company, Detroit distributors, had 85 entries, recorded 38 unit sales.

DUMPING LICENSE

A "CLOSE OUT SALE" ordinance, designed to curb the indiscriminate dumping of distressed merchandise in the city of Spokane was passed at a meeting of the city council recently.

Prepared by C. D. Randall, counsel for the Better Business Bureau of the Spokane Advertising Club, the ordinance provides any merchant staging a sale at prices lower than the current retail schedule in the city shall obtain a license from the city, paying a fee of \$25 plus \$2 for each thousand or fraction thereof of submitted inventory for a period not exceeding three months. The license shall be valid only for inventoried goods and the inventory shall be filed with the city. A maximum penalty of \$300 and 90 days is provided for violations of the ordinance.

THE WEBSTER WAY

Sells 5 Heaters from Truck

DANIEL V. WEBSTER used to wait for electric water heater customers to come into his appliance store on East Ojai Avenue at Ojai, California. But he doesn't wait for them any more. He goes out after them — goes out with a big water heater bolted on an auto truck, drives right up to the rural prospects' doors. And he sells 'em!

Webster, who styles himself "Calrod Dan," has been selling water heaters

(General Electric-Hotpoint) for about six years. Sales were what one might expect — nothing unusual — because Webster, as proprietor of the Ojai Electric Company, handled a number of electrical appliances, including refrigerators, ranges, radios, cleaners, motors, sun lamps, mazda lamps, clocks, wiring supplies, other appliances. He made no special effort to push electric water heaters. He had them in case anyone asked for a heater.

Short time ago, he installed a water heater in his own home. He found that it was not expensive to operate, that it was a real convenience. Following tests, experiments in his own home, Webster decided to go out after electric water heater business.



DANIEL WEBSTER

The original sought words, he seeks customers—and finds them.

He bolted a water heater to the body of a big truck. Then he made a list of all electric range users in his territory, which is mostly rural. From the list of electric range users he eliminated all those who did not own their own homes.

With his list of prospects, he started his truck, began canvassing. He found that electric range users who were home owners were "hot prospects", as they had become convinced of the value of electricity for cooking and thus the road was paved for sales of electric water heaters.

"I have never gone out to sell anything where I have received such a good reception as I have received on electric water heaters", Webster says. "When you can offer rural prospects 'hot water all the time and any time' they will listen, for many of them have never

radio, mixers

had such convenience and they realize the value of water heaters. Moreover, we have a new electric water heating rate in effect, which offers another inducement to the water heater prospects."

The first month he tried out his truck plan of selling, he sold five heaters. Webster is so convinced of the value of the water heater to the prospect that he offers to install it on trial, thus far has not lost a sale.

DEMO IDEA

CONVENTION Week in Chicago, with thousands of Democrats, Republicans parading in the Loop, gave the Boston Store, Chicago, a chance to see how effective demonstrations were in 1932. Each window was filled with a work bench show of how some article was made. An immense crowd watched radios being built (Century) and a display of tubes (Marvin).

"The moment that construction demonstrations went into the downstairs window," said George L. Israel, buyer of sporting goods and radio, "we began to get action up here on the seventh floor. While it is against our policy to tell you the number of sets or tubes sold I am free to say that we have decided to have a lot of demonstrations during the rest of 1932. We will be

happy if business continues like last week."

Also the Boston Store, for the balance of 1932, expects to follow a vigorous policy of trading up radio sales. From a carefully kept list of purchasers of the past, will be culled the names of all buyers of midjets costing \$20 and under. It is felt that by offering these owners a full list price allowance on their old set that they can be induced to come in and get a better grade radio. Due to the store's policy of avoiding demonstrations that would oversell the customer on radio performance, Mr. Israel believes that these old purchasers feel quite a bit of good will toward the store, and have been satisfied with their buys. As the replacement market is the big one in Chicago, an attack in this direction may open up a lot of new business for the store.

"The automobile radio has not yet worked out as a loop department store proposition," Mr. Israel declared. "The downtown stores have no set-up for installation and have to sell on time. This affects the possibilities."

80 GARMENTS—1 MIXER

An Idea from a Dry-Cleaner

IN CHICAGO'S hotly contested dry cleaning field the Sterling Cleaners found that a premium was needed to



STERLING STUFF

6,000 cards were taken out the first week.

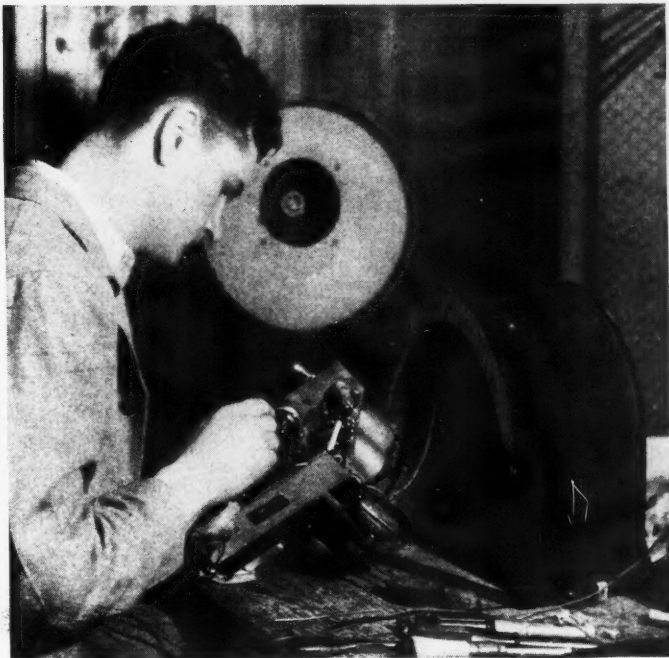
keep customers coming back faithfully. "Patronize us and earn an electric mixer," they advertised.

The first three weeks of the offer has seen 6,000 cards taken out by eager dry cleaning patrons, and 15 customers have completed their quota.

"The offer requires that 80 garments be cleaned for each mixer awarded," E. Sommer, manager of the 202 South State Street shop, says. "Patrons must deliver and call for clothing cleaned. The garments need not necessarily be their own but they must turn in 80 pieces. The award is good for six months from the date the card is taken out. Each one is numbered and we keep the owner's name on file, punching it as she brings in clothes. While we at first thought the mixer (Sunbeam Mixmaster) was a pretty big premium for a customer to bite off, the way it is working out we think it will go better than the fitted case which we previously offered."

OPENING WEDGE

CHICAGO, long a gas territory where cooking is concerned is beginning to succumb to the advertising, promotional job being done on electric ranges. An order for 181 ranges (Hotpoint) has been obtained by R. Cooper, Jr., Chicago distributors, from the Seneca Apartment Hotel. Several other large orders for apartment house installation have been reported recently.



IN THE WINDOW

—this radio expert showed how sets were made, how they ran; the customers liked it, stopped traffic

air conditioning

NEW ORLEANS AGAIN

Commercial Manager Clement's Experience In His Own Home Leads To Broad Promotion

USING air conditioning as the newest and most spectacular development in electrical appliances as the drawing card for public attention, the New Orleans Public Service Co. is staging a prolonged "Exhibit of Progress," on the first floor of its headquarters building, in which hundreds of electrical and gas appliances are being shown.

New Orleans Public Service doesn't sell air conditioning equipment. Its selling activities are confined to electricity, gas and small appliances. But in pioneering in the promotion of air conditioning for homes, stores, other business establishments it is getting air conditioning dealers operating in New Orleans off on the right foot with the public endorsement, engineering assistance of its vast organization.

New Orleans Public Service believes that without assistance by utilities, air conditioning will not be extended as rapidly as it should; that because domestic air conditioning means so much to power companies in development of a seasonal off peak load, it should be pushed as fast as is consistent with the perfection of equipment.

The Program

Its program is fourfold: (1) It has attractive rates for power used by air conditioning equipment. (2) It has set up within its Industrial and Commercial Service Department an air conditioning division of three men supervised by a seasoned refrigeration engineer. (3) It has constructed a display to show business men, store owners, homeowners how air conditioning will bring them comfort, efficiency, increased profits. (4) It has a consistent campaign of advertising on air conditioning made up of newspaper copy, stories in the "Light, Heat and Power News," a company publication distributed to commercial customers, direct mail pieces to prospects, pamphlets for visitors to the exhibit and telephone calls to and personal contacts with persons regared as especially right for air conditioning.

The real interest of New Orleans Public Service, Inc., started when W. E. Clement, commercial manager, equipped his beautiful southern colonial mansion with air conditioners (Frigidaire) so that he could enjoy autumn comfort during the summer months.

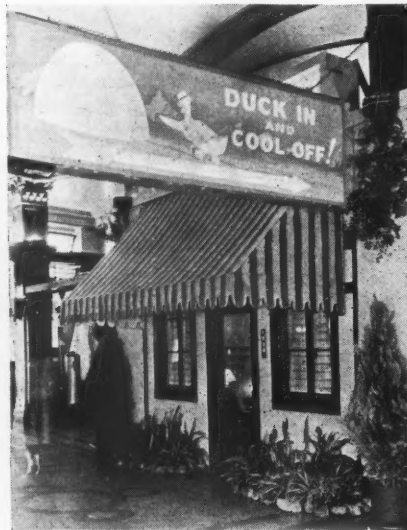


EXHIBIT ENTRANCE

In June: a model office; in July: an apartment; in August: a model grocery. It drew 300 visitors a day.

F. J. Schwab, manager, Industrial and Commercial Service Department, and George E. May, in direct supervision of air conditioning activity for Mr. Schwab, are working with engineers, salesmen of air conditioning organizations in making surveys, selling prospects, recommending adequate equipment to do a complete job of air conditioning.

The display in the Public Service building consists of a small building actually built on the sales floor. This structure is insulated and has regulation window sashes, doors, lighting fixtures, other equipment. Its design was decided upon so that it could be transformed from an office to an apartment, bed-room, small store, or other type of indoor space needing air conditioning.

In June, it was a model office with steel furniture, water cooler, private office refrigerator, electric typewriters, adding machines, other electric devices for speeding up business.

Model Apartment

In July, the display was that of a model apartment tastefully decorated with comfortable furniture and attractive drapes, the kitchen equipped with the finest in gas ranges, an electric clock, dishwasher, and refrigerator, the bath with a sunlamp, curling iron, and other health and beauty promoting appliances.

In August, the display was a model grocery and market with electric coffee grinders, meat cutters and grinders, electrically refrigerated show cases, electric signs, and many other accessories.

The office exhibit, according to Mr. Schwab's checkers, drew 180 to 250 visitors a day, the apartment display 250 to 350 a day.

For the several months before Christmas, the display will be that of a model gift shop in which electrical gifts will be shown. In 1933, the exhibit will show the desirabilities of air conditioning in the home, office, beauty parlor, barber shop, confectioner's storage room and many other typical places.

In inviting hundreds of business men, homeowners, and housewives to witness the air conditioning exhibit, Mr. Schwab said, the company is using it to draw their attention also to the entire "Exhibit of Progress" which includes refrigerators, lighting fixtures, sunlamps, electric fans, dishwashers, radiant heaters, clocks, percolators, toasters, egg cookers, and the dozens of other electrical appliances, gas ranges, gas heaters and other gas appliances. Appliances for commercial use also are given prominent display in the exhibit.

"Our company is bearing the expense of this exhibit," Mr. Schwab said, "because we feel a utility must remain neutral. I should qualify 'neutral.' We favor any appliance that meets the tests of efficiency and safety, and therefore, can carry our recommendation to the thousands of gas and electric customers who rely on us for advice.

A Utility Job

"So far as air conditioning is concerned, we believe it can best be promoted by allowing a prospect to actually feel conditioned air. Who is better established to sponsor this exhibit than a utility?

"We can see various branches of air conditioning in the process of development, and we feel it is our duty to keep abreast of progress along all the different paths this industry is taking.

"The individual units combining cooling and dehumidification with heating and humidification are the present answer to the needs of existing homes, offices, and smaller business establishments.

"Then for short hour use, such as in churches, lodge halls, infrequently used auditoriums and like places, we see a definite place for cabinets using ice for cooling. Ice has a place, but it must be used judiciously."

In a study of air conditioning problems in the south, Mr. May found some interesting data.

While heating is essential only forty days in the year, mechanical cooling is necessary 125 days, which, according to Mr. May's logic, would warrant three times the expenditure for air conditioning equipment for summer comfort than is put into heating installations.

ELECTRIC OIL BURNERS

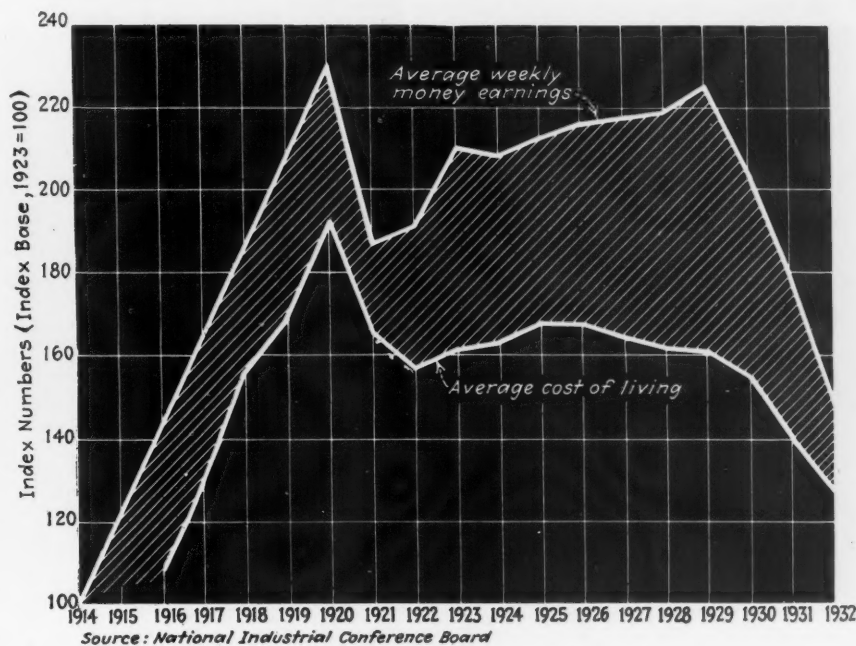
UNIQUE statistical job of the month is "Graded Oil Burner Markets" which Executive Secretary Harry F. Tapp announces that his American Oil Burner Association has just published. Unique is the method by which the Oil Burner Association has rated not only states but counties also as potential oil burner markets. Elaborate has been the care by which markets have been weighed. First was established a base index, founded on concentration of market, standard of living and possession of wealth, taking into consideration the following elements; number of dwellings, number of native white families, number of telephone families, number of residential, urban and rural electric service users, number of income tax returns filed and spendable money index. With a general base index thus fixed, Secretary Tapp and his associates then corrected the basic findings for climate and the competitive fuels of coal and natural and manufactured gas, factors governing the sale of oil burners.

Sales of domestic electric oil burners, as reported to the Bureau of the Census, U. S. Department of Commerce, by 103 manufacturers, reached a new 1932 high in May, when 3,239 burners were shipped, as compared with shipments of 3,073 burners in April, 1932, and 4,092 machines in May, 1931.

J. L. O'Brien, general manager, Toridheet Division, Cleveland Steel Products Company, reports that sales of household electric oil burners by his company for the first five months of 1932 show a 140 per cent increase.

THE "SPENDING MARGIN"

NOT dependent solely upon consumers' present savings from current wages and salaries is the electrical



Source: National Industrial Conference Board

THE SPENDING MARGIN

After paying the butcher, the baker and the landlord, folks still have money left over. They can be sold appliances.

appliance industry for its sales. Accumulated savings and reserve are proper targets in efforts to sell electric refrigerators, ranges, oil burners and other appliances to American homes. Yet current surplus between consumers' income and cost of living can still be tapped for cash sales of small electrical appliances and time payments on larger electrical merchandise. That there is still a "spending margin" between the cost of living and average earnings is evidenced by figures collected by the National Industrial Conference Board and shown on the accompanying chart. Not much smaller today than in 1921 is the difference between average weekly earnings in America's major industries and the cost of living.

MORE ELECTRICITY

BASIC index figure to the solons of the electrical appliance industry is that representing monthly sales of electrical energy to American wired homes. Encouraged, therefore, should they be to learn that figures reported by electric light and power companies to the National Electric Light Association on energy sales to wired homes continue to show 1932 ahead of 1931. June, 1932, sales totalled 869,104,000 kilowatt-hours, contrasted with June, 1931, sales of 855,897,000 kw.-hr. Sales for the first six months of this year (6,192,859,000 kw.-hr.) show a 2.7% increase over sales in the same period last year (6,026,465,000 kw.-hr.).

NET PROFITS, OR LOSSES, REPORTED BY ELECTRICAL MANUFACTURERS

Manufacturer	Product	Period Covered by Report	1932	1931
Borg-Warner Corp.	Controls Norge Refrigerator	Six months ending June 30	\$431,127	\$1,077,130
Crosley Radio Corp.	Refrigerators, Washers, Ironers	Quarter ending June 30	*77,698	*144,957
Electric Auto-Lite Co.	Clocks, Etc.	Six months ending June 30	1,098,514	2,769,865
Eureka Vacuum Cleaner Co.	Vacuum Cleaners	Six months ending June 30	18,420	*313,582
General Electric Co.	General Line of Electrical Products	Six months ending June 30	8,940,701	22,811,211
Grigsby-Grunow Co.	Refrigerators and Radio	Six months ending June 30	*831,147
Hoskins Mfg. Co.	Heating Elements	Six months ending June 30	45,178	138,128
Kelvinator Corp.	Refrigerators	Quarter ending June 30	730,002	1,620,632
Maytag Co.	Washing Machines	Six months ending June 30	22,187	470,994
Mengel Co.	Washing Machines, Etc.	Six months ending June 30	*366,870	5,396
Montgomery Ward & Co.	Mail Order & Chain Stores	Six months ending June 30	*3,267,735	*1,375,968
National Enameling & Stamping Co.	Heating Appliances	Six months ending June 30	*216,892	*270,921
Radio Corporation of America	Radio	Six months ending June 30	219,406	2,638,703
Sears, Roebuck & Co.	Mail Order and Dept. Stores	Twenty-eight weeks ending July 16	*2,893,734	6,008,483
Servel, Inc.	Electric and Gas Refrigerators	Six months ending April 30	*222,901	403,054
Stewart-Warner Corp.	Refrigerators, Radio, Etc.	Six months ending June 30	*1,023,933	*220,819
Syracuse Washing Machine Corp.	Washing Machines	Six months ending June 30	*107,252	221,141
Timken Roller Bearing Co.	Oil Burners, Etc.	Six months ending June 30	417,520	2,462,714
United American Bosch Corp.	Radio, Etc.	Six months ending June 30	*470,529	*267,051
Westinghouse Electric & Mfg. Co.	General Line of Electrical Products	Six months ending June 30	*3,202,127	*1,959,341

*Net loss.

AIR CONDITIONERS

UNDUPLICATED this year is last year's June slump in air conditioner sales. Reports to the U. S. Bureau of the Census by air conditioner manufacturers show June, 1932, sales of \$823,001, as compared with May, 1932, sales of \$794,837 and June, 1931, sales of \$1,622,408. Total sales for the first six months of this year amount to \$4,470,700, compare with sales of \$8,816,773 for the similar period of last year. Noteworthy is the fact that only 41 manufacturers are making reports to the Government; sales of the entire air conditioning industry, heavily augmented by new manufacturers this year, naturally are much greater than Government figures indicate.



DUNN

We are informed on good authority that C. L. Dunn, general new business manager, Ohio Public Service, gets around in low figures. He forgot to keep his head down on this one.



PROUTY

C. I. Prouty, who runs the Stamford (Conn.) Home Appliance Company, says we gave him a hell of a job. He had to go fishin' three times before he copped six bass for this shot.



TURNER

C. Neal Turner, sales manager of Beardsley & Wolcott says this is his favorite nag "Counsello" and that being of the Western variety, he can stretch his legs further than any horse he ever rode.

OUTDOORS...

COURTRIGHT
(below)

No one needs to be introduced to H. H. "Kelly" Court-right, president and manager of the Valley Electrical Supply Company at Fresno. When he is not in his office he can always be found on a hunting trip in the Sierra Nevadas.



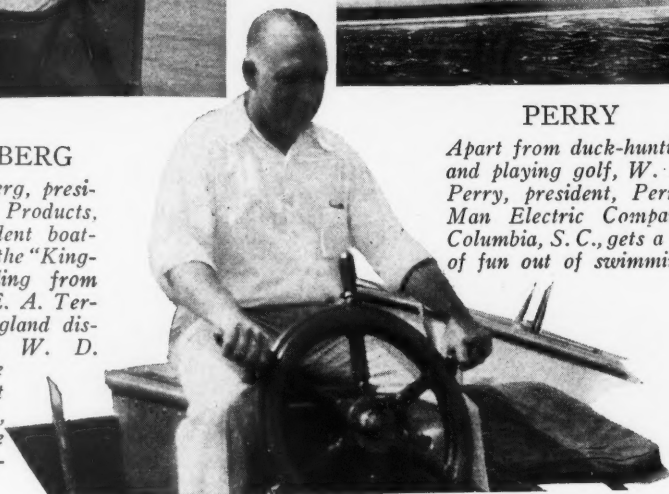
RUTHENBERG

Louis Ruthenberg, president, Copeland Products, Inc., is an ardent boatman. Above, in the "Kingfish II": reading from right to left: E. A. Terhune, New England distributor, Mrs. W. D. McElhinny, wife of vice-president McElhinny, Mrs. Terhune and Mr. Ruthenberg.



PERRY

Apart from duck-hunting and playing golf, W. M. Perry, president, Perry-Man Electric Company, Columbia, S. C., gets a lot of fun out of swimming.



Harvey A. Keys, manager, merchandise division, Byllesby Engineering & Management Corporation, is another boating enthusiast.

KEYS



OGDEN

J. B. Ogden, who has a big job running the electric appliance department of Detroit's J. L. Hudson Company, finds time occasionally to take his older daughter, Ruth, for a canter. He also golfs, swims and raises petunias.



SMALL

Once, when F. J. Small, who is in charge of appliance sales for the Public Service of Northern Illinois, was drinking from a cold mountain pool, a trout flapped him and knocked out a tooth. But he got the trout, and more, too.



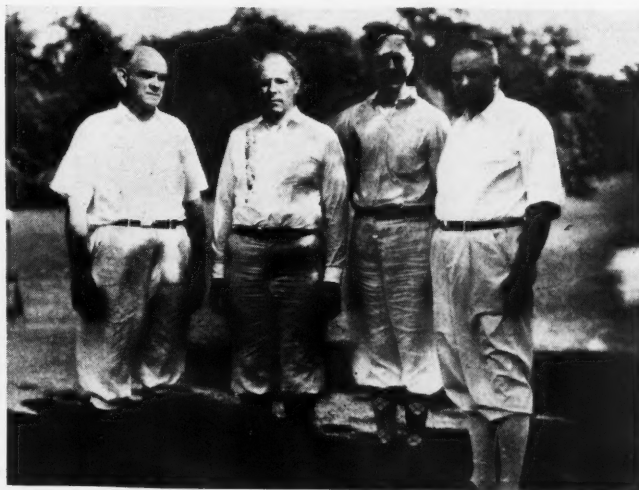
WILLIAMS

E. B. Williams, Omaha's potent appliance dealer, does not swim, fish or play golf. But he has sold 20,000 washers since he has been in business and gets a lot of fun out of driving a car.



MILNOR

"This is a snap," says C. V. Milnor, president Milnor Electric Company, Cincinnati, O., "of me and my boat—Silver Heels."



FOURSOME

(Left)

Golfing, fishing, swimming and hunting are the pastime of C. E. Allen, commercial vice-president of Westinghouse. Above: Victor Beam, assistant to vice-president, Westinghouse; R. F. Hills, sales manager, Crouse-Hinds; Mr. Allen, and A. I. Appleton, president, Appleton Elect. Co., Chicago.

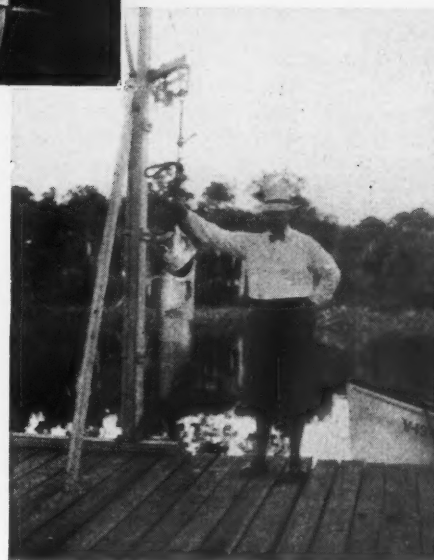


GIBSON

When C. J. Gibson, president, Gibson Electric Refrigerator Corporation, gets out of the office, it is usually to get into his speedboat. Here he is shown towing L. V. Whitney, Chicago distributor, during a festival of Greenville, Mich.

SMITH

Colonel Frank E. Smith, president of Servel, Inc., likes 'em big. We have swell pictures of him in swimming, playing golf and just doing nothing, but we like this of the big one he hooked.





What Another Kansas Dealer

FOUND

KNOWING as I do the effects that might be created outside Kansas and Oklahoma by the article published in your June issue, written by a native son who is evidently longing for the days of 1929 when order takers masqueraded as salesmen, I hereby grant you authority to use my letter if you consider it will in the smallest way help toward fair play and make the legitimate dealer realize the advantages of having a "Big Brother" (the utility company) sent to bed for one evening while he entertains the girl.

You did not ask but I am volunteering the lines we handle and my experiences in the electrical business. We handle Frigidaire, Easy Washers and Ironer, G. E. Sweeper, Edison Mazda Lamps, standard electrical appliances and do contracting. In fact we are regular.

My present connection with the Hull Electric Co., through marriage is in the capacity of janitor, head bookkeeper, window trimmer, credit manager or buyer just as Mr. Hull prefers. We have been in business in Salina since May 20, 1922 and at present our organization consists of three salesmen, a wireman and bookkeeper besides Mr. Hull and myself.

The conditions as we find them in Kansas today are so at variance with those pictured by Mr. Reynolds in June issue of *ELECTRICAL MERCHANDISING* that I wish to present our views.

It is too early to make a definite decision as to how satisfactory the effect of the law will be on the electrical dealer. However, I seriously question the statement that anti-utility legislation has resulted in a fifty per cent decrease in the dealers business. If this is what caused the decrease in the electrical business, how does Mr.

By
Mrs. Warren Hull

*Hull Electric Co.,
Salina, Kansas*

Reynolds explain the cut in volume in dry goods, car loadings, automobile and steel industries, etc.? I suspect that any decrease a dealer may have had (if the fault lies outside his own organization) might better be charged to some combination of the following facts: wheat selling below the cost of production, hogs top \$3.00, unemployment at the highest point in the history of the country.

Mr. Reynolds speaks of the music store, the drug store, the plumber, the radio dealer with their off brand merchandise. Does he mean to infer that they are a factor new to the industry since July 31, 1931? No law under the sun will make an electrical dealer successful unless he renders service. There is nothing peculiar to a washing machine or an electrical refrigerator that says it must be sold by a utility or in an electrical dealer's store. However, the point in this—electrical merchandise requires service to keep it in operation. And this is a point that concerns not familiar with this type of merchandise will soon learn or they will be forced out of the game.

NOW as to chain stores. Many have withdrawn from Kansas since July 31, 1931. This is rather at odds with Mr. Reynolds' statement that they have grabbed the field. I might with just as much logic claim that they were forced out by anti-utility legislation but let us be sensible and say they found

they could not operate successfully under present economic conditions. I know more electrical refrigerators have been sold in Salina that year than ever before and they are not dominating this field. Again I wish to emphasize—the Brown-Bloss Bill never intended to give the electrical dealer a monopoly—just the reverse it aimed to prevent monopoly.

Mr. Reynolds, statement that the utilities maintained prices and business ethics and generally cooperate with the small dealer in the sale of current consuming devices is amply refuted by the fact that two states have passed similar legislation.

Now I wish to discuss the grains of truth (deeply buried) in his article. It is true there has been a type of mushroom concern peculiar to this legislation. It is a stock selling organization usually headed by some man formerly employed by a utility who had sudden dreams of wealth to be gained in selling electrical merchandise. This man is usually some minor executive who has been deprived of his job. Many such concerns were launched to sell electrical merchandise. These were doomed to fail because the men at the head had not been trained to know that overhead must be kept below the volume of sales if profit is to result. Our local venture lasted about three months and the end of 1932 will see the finish of many more.

In this period of transition to normal times, we are all apt to get panicky when some new change takes place which seemingly threatens our volume. So it was with our Kansas newspaper men. They did not go out and solicit the new accounts on electrical advertising, analyze the total business gained

(Please turn to page 39)

is to pay them a small salary plus commissions. The reasons are obvious: When breaking in a new man whose earnings the first week or two may be meager, the small salary gives him something to go on with and forestalls that common disillusionment which is usually the case when a man feels that he cannot make enough money at outside selling.

"I am aware that in this discussion I have wandered occasionally to make some points more clear. I might summarize as follows:

"Try to obtain your men either from your personal acquaintance or from the acquaintance of someone within your organization; break them in slowly, always bearing in mind to give the new man something to do that he cannot fall down on—he will go on from there; give him a regular program to follow—in other words,

direct his activities at all times; and finally, make sure that he is making enough money to live on, whether it be the salary-plus-commission basis or any other method of compensation.

"This business of hiring and handling men is not necessarily difficult; it requires no magic formula. It does require, however, a little time and a little patience. One of the most surprising things I have noticed throughout my experience, is the fact that the average dealer seems to think that the matter of hiring men is something that can be accomplished in four or five minutes. It is a subject and a problem to which he devotes less time, probably than any other in his business. And yet it is from these men, carelessly chosen and carelessly trained that he expects to bring in a large percentage of his business."

Letters (Continued from page 1)

What Another Kansas Dealer Found

(Continued from page 38)

during the year, contrast it with the volume lost in utility advertising, using the factor of economic conditions and then render a decision. No! Immediately upon passage of the bill, in convention assembled, they rendered their widely quoted decision. I pause here to render tribute to William Allen White who was not at the convention and who when approached, I am told replied it would take time for him to render his opinion.

In all fairness, this has been a hard year on every business. It has been especially hard upon the electrical merchant in Kansas and Oklahoma due to the following facts peculiar to their situation:

a. Dumping of merchandise by utilities before law went into effect.

b. Sale of repossessed merchandise at very low prices.

c. Failure of mushroom companies described above with consequent dumping.

d. Unsettled policies of manufacturers and jobbers due to the fact that they were selling utilities in one state and independents in our states.

However, we expected these conditions and while the depression has intensified them, it will also shorten the period of shake down. We sincerely believe that at the end of three years, the utilities will not want to reenter the merchandising field but will conclude with the tire companies that if they concentrate on making their product available at the lowest possible price they can safely trust other concerns to manufacture and sell the automobile.

MRS. WARREN HULL.

The Bureau Will Continue—Davidson

To the Editor:

The rumor has been rather widely circulated that the Electric Refrigeration Bureau will discontinue.

I am not in a position to deny the rumor, yet I can say in all truth there is more reason to expect that the Electric Refrigeration Bureau will continue than there is to venture that it will discontinue.

No discussion of this subject has taken place by the Executive Committee of the Bureau, since it is still too early for maturing any 1933 plans.

And, as yet, I have made no endeavor to sound out each of the contributing Electric Refrigerator manufacturers or to discover whether or not they wish to continue their support of the Bureau.

Five of the ten contributing manufacturers have voluntarily assured me of their desire that the Bureau shall go on and of their willingness to continue their financial support. The remaining five who have made no such commitment, I am sure, simply feel that it is too early—that no commitment is necessary so soon and that there is no reason to construe their present silence on the matter as being in any sense unfavorable to continuance.

No doubt, the rumor that the Bureau would discontinue arose from the fact that the contributing manufacturers agreed late this spring to curtail the originally planned 1932 budget to effect a 25 per cent saving.

Because of this curtailment in funds it was necessary to rearrange the plans for Fall activities. Several reductions were made, particularly on national advertising, but not one of the planned activities was abandoned and all are being carried forward with strength and zeal.

It is almost self-evident that the Electric Refrigeration Bureau should continue—that the results it has obtained far outweigh in value the cost.

Probably no cooperative undertaking in the history of business has been so brilliantly successful both in the material result of stimulating sales and in the more intangible result of improving trade relations.

The number of household electric refrigerators sold in 1931 represented a large increase over the preceding year and amounted to more than 95 per cent of the sales quota of one million refrigerators set up as a nation-wide goal by the Bureau.

The total number of electric refrigerators sold during the first six months of 1932 is but a fraction of one per cent under corresponding sales for the first six months of 1931. Again the Bureau played a large part in this achievement.

That the Electric Refrigeration Bureau has definitely aided in building sales is admitted by practically all dealers, distributors, manufacturers and central stations. The sales benefit has come as a result of the national and local advertising, from the more than 500 local cooperative exhibits fostered by the Bureau and from the many seasonable sales campaigns suggested by headquarters and undertaken by local Bureaus.

The large number of local Bureaus has succeeded in bringing competing local dealers and other sales outlets together not only for profitable cooperative sales campaigns but especially to overcome cut-throat competition and dishonest selling.

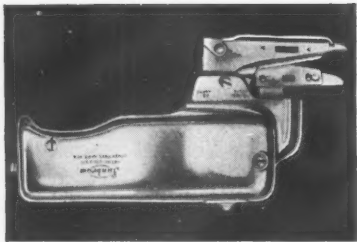
The greatest evil today in the refrigeration business is price cutting, unwarranted trade-in allowances on old ice boxes and malicious statements about competitors.

The automobile industry went through this "dog eat dog" period. The radio business is still suffering from it and the refrigeration business is now in the same morass. But, where there are local Electric Refrigeration Bureaus, the remedy is already effective. Under the Bureau leadership refrigerator sales outlets, together with central stations have cooperatively agreed on fair trade-in values for old ice boxes and have discouraged malicious sales policies.

I think the industry fully realizes the importance and value of the Electric Refrigeration Bureau and I am confident that when the proper time comes to consider planning for 1933 the vote will be unanimously for the continuation of the Bureau.

J. E. DAVIDSON,
Chairman,
Electric Refrigeration Bureau.

Review of

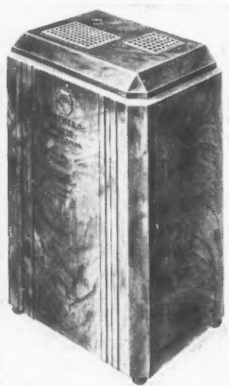


Sunbeam Scissors

Chicago Flexible Shaft Co.,
5600 Roosevelt Road, Chicago, Ill.

Description: Follows the lines of a printed paper pattern almost automatically; cuts all kinds of materials, from sheerest silks to heaviest woollens; handpiece shaped to fit hand; blades placed at a distance where there is no danger of operator cutting himself.

Price: \$5.90.—*Electrical Merchandising*, September, 1932.



Northern Breeze Room Cooler

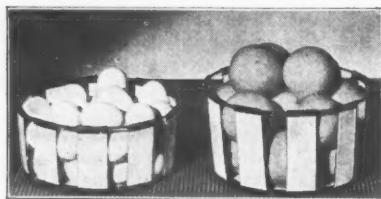
Chicago Pump Co., 2336 Wolfram St.,
Chicago, Ill.

Purpose: Cooling; dehumidifying.

Type: Portable, ice-cooler.

Capacity: 300 lbs. ice sufficient for 8-15 hours depending on temperature and humidity. 50 in. high, 30 in. wide, 22 in. deep.

Description: Warm air is drawn into cabinet through air intake grille, forced through cooling coil, excess moisture is removed, air is cleaned as it passes over wet coils; and forced out through cool air discharge. 1/6 hp. motor.—*Electrical Merchandising*, September, 1932.



Egg-O-Fruit Basket

The Standard Electric Stove Co.,
1718 N. 12 Street, Toledo, O.

Device: Basket for storing eggs, fruit vegetables, cold meat in refrigerator.

Description: Circular, with flat, open sides to allow free ventilation of contents; heavy metal to hold cold; 8 1/2 in. diam. 2 heights: 3 1/2 in. and 4 1/2 in.

Finish: White porcelain enamel.—*Electrical Merchandising*, September, 1932.

Improved Toastmaster

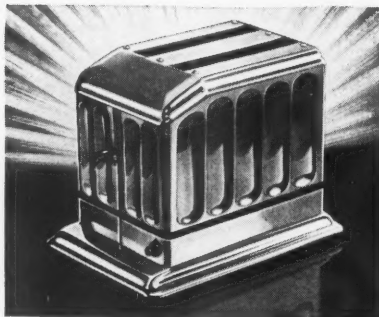
Waters Genter Co.,
213 N. Second St. Minneapolis, Minn.

Device: Automatic Toaster.

Special Feature: New "Flexible Clock" time control feature, which runs slowly when toaster is cold and speeds up as toaster heats up, insuring uniformity of toasting in each piece of toast.

Finish: New Toastmasters have same exterior as old models except for thin black enamel line around base.

Prices: 1-slice, \$11.50; 2-slice, \$16.00.—*Electrical Merchandising*, September, 1932.



Westinghouse Heater

Westinghouse Electric & Mfg. Co.,
East Pittsburgh, Pa.

Device: Radiant electric screens for heating.

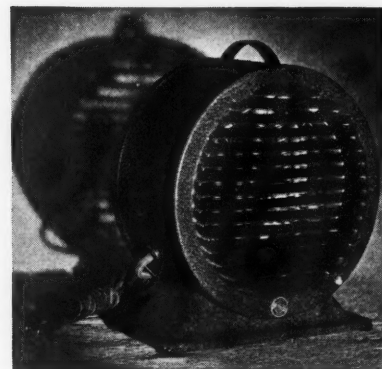
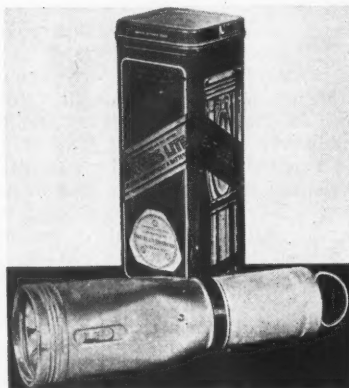
Description: A new form of low-temperature panel heating; when placed around or near desks or chairs will maintain a comfort range in mild weather without other heat; sizes up to 750 watts available.

Bat-Les Lite

Bat-Les Lite Corp., Albany, N. Y.

Device: Flashlight without a battery; generates own power by twisting small end to right; equipped with 2 spare lamps; shaped to fit hand; will not roll when laid down; safety ring hanger.

Price: \$7.50.—*Electrical Merchandising*, September, 1932.



Twin Aro Heater

Twin Aro Corp., Middlefield, Ohio

Device: Fan heat circulator.

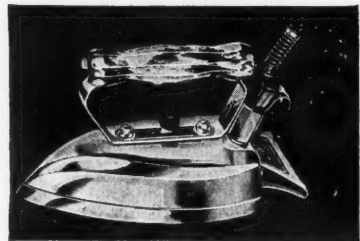
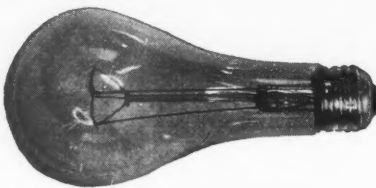
Description: Double blade fan draws in cold air from rear, blows warm air downward through front louvers; induction type motor; brown, mar-proof finish; 5 1/2 in. x 9 1/2 in.; 11 in. high, 1190 watts.

Price: \$6.95.—*Electrical Merchandising*, September, 1932.

Cosmos Ultra-Violet Lamp

Cosmos Corp., 36 Clifton Street,
Newark, N. J.

Description: Ultra-violet bulb for domestic use; fits into standard light socket, operates on a.c. or d.c.—*Electrical Merchandising*, September, 1932.



Star-Rite Iron

Fitzgerald Mfg. Co., Torrington, Conn.

Device: "Featherweight" Automatic iron.

Description: Weighs slightly under 4 lb.; adjustable automatic; Chromel A heating element; sole plate, iron casting copper, nickel and chrome plated, bevel edge; 1000 watts, 115 volts, a.c. only.

Price: \$6.50.—*Electrical Merchandising*, September, 1932.

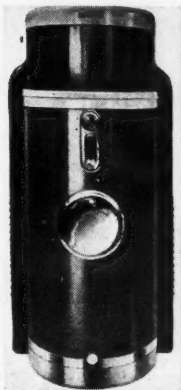
Electrical Merchandising, September, 1932

NEW Products

GE Oil Furnace

General Electric Co., Air Conditioning Dept., 120 Broadway, New York City

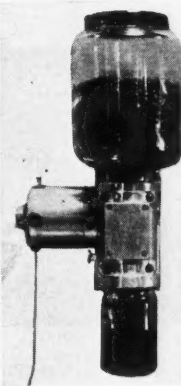
Description: 1 complete unit—burner, boiler, hot water heater, all combined into one, ready to connect to piping; will serve hot water vapor or steam heating systems—also warm air heating, with addition of GE air conditioner unit. GE Thermal control lowers and raises house temperature automatically; costs less to operate, quiet operation; no soot or odor; large bearings, automatically oiled; high temperature metal parts chromium-nickel steel; silver tipped controls; air cooled burner nozzle.—*Electrical Merchandising*, September, 1932.



Elek-Trik Coffee Grinder

York Electric & Machine Co., York, Pa.

Device: Household coffee grinder.
Description: Whole coffee beans are placed in hopper at top; when fresh-ground coffee is wanted simply turn switch. Cuts bean into small cubical particles. Can be regulated fine or coarse; ground coffee falls into glass container with measuring marks.—*Electrical Merchandising*, September 1932.



Red Crown Safety Heat Fuse

Hynes & Cox Electric Corp., 406 N. Pearl St., Albany, N. Y.

Device: Safety heat fuse for Red Crown water heaters.
Description: Cuts off current in emergency before water becomes dangerously hot; keeps current shut off until trouble has been corrected and a new link installed in fuse.—*Electrical Merchandising*, September, 1932.



Aldor Heater

The Aldor Corp., 2533 N. Ashland Ave., Chicago, Ill.

Device: Portable room heater and dryer.
Description: Small fan back of Nichrome heating element assures distribution of heat at even temperature; recommended for drying hair, clothes, relieving aches and pains. Finish, assorted colors.
Price: \$4.95.—*Electrical Merchandising*, September, 1932.



One Minute Washers

One Minute Washer Co., Newton, Iowa

Models: 45 and 70.

Type: Model 45, floating dolly which adjusts itself to amount of clothes in tub; Model 70, bottom gyrator.

Wringer: Model 45, One Minute hand wringer can be furnished additional at \$5.70; Model 70, metal wringer with balloon rolls.

Special Features: Model 45, heat retaining tub made from Louisiana Cypress, legs solid with tub, Standard Westinghouse motor; Model 70, full size porcelain tub, 1/2 hp. Westinghouse motor, efficient transmission, outside autotype control.

Prices: Model 45, \$29.95; Model 70, \$39.95; except in far west.—*Electrical Merchandising*, September, 1932.

August New Products Review Corrections

Hamilton Beach Mfg. Co., Racine, Wisconsin.

Food Mixer—price listed \$18.75, should have been \$19.95; \$20.95 west of Rockies.

Young & Franklin Tool Works, Inc., Syracuse, N. Y.

Flat Plate Ironer—price listed \$89.50, should have been \$69.50.

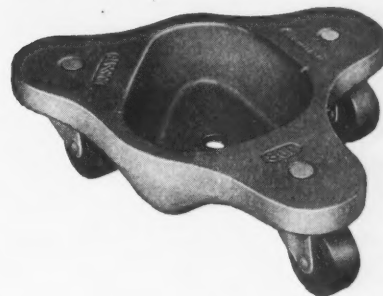
Bassick Caster Dolly

The Bassick Co., Bridgeport, Conn.

Device: Triangular caster dolly to facilitate moving and handling electric refrigerators in showrooms, stores and warehouses.

Description: Triangular cup fits the legs of all standard makes of electric refrigerators; ball bearing steel casters; 3 types of wheel; 800-6 1 1/2 in. protective tread wheels, Parcolite finish; 800-9 1 1/2 in. Atlasite composition wheels, Diamond-Arrow ball bearing casters, Parcolite finish; 800-5 1 1/2 in. steel wheels, plain steel finish.

Prices: 800-6, \$7.70 per set of 4; 800-9, \$6.60 per set of 4; 800-5, \$4.40 per set of 4.—*Electrical Merchandising*, September, 1932.



Century Motors

Century Electric Co., St. Louis, Mo.

Description: New ratings from 1/60 to 1/2 hp. have been added to Century split phase motors; close grained grey cast iron end brackets; rolled steel frames; phosphor bronze bearings; wool yarn lubrication.—*Electrical Merchandising*, September, 1932.



New Universal Cleaner

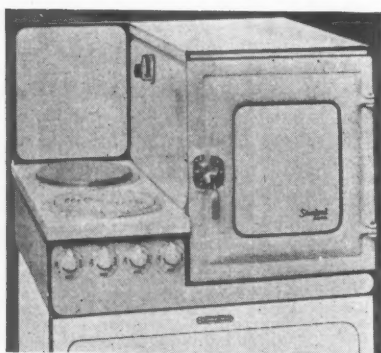
Landers, Frary & Clark, New Britain, Conn.

Device: No. 585A vacuum cleaner.
Brush: Motor driven, rotary brush.

Special Features: Chromium plated handle, switch plate, bag clamp, handle forks, bag connection and china rubber handle grip, separable plug motor connection, brush adjustment and new style bag clamp; dustproof maroon and gold bag.

Price: \$39.50.—*Electrical Merchandising*, September, 1932.





Standard Refrigerator-Range

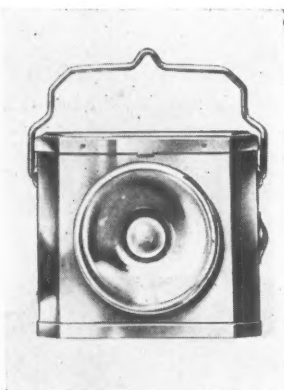
The Standard Electric Stove Co.,
1718 N. 12th Street, Toledo, O.

Device: Combination refrigerator-range for use on Frigidaires.

No. of Surface burners: 2-8 in. open or enclosed, one a "Speed-Heat."

Sizes: 26½ in. wide, 19½ in. high, 20 in. deep; oven 12½ x 13½ x 18 in.

Special Features: Temperature control; aluminum lined oven; load balancing switches; oven equipped with 2 switches to insure oven heat control; connected load 5,500 watts.—*Electrical Merchandising*, September, 1932.



Eveready Flashlights

National Carbon Co.,
30 E. 42nd Street, New York City

Devices: Midget lantern and tubular flashlights.

Description: Midget lantern operates on 2 No. 935 batteries; 2½ in. high, 2½ in. wide; wire handle; red enamel finish; tubular flashlight has 2-cell light, using No. 950 batteries; black and silver striped metal case.

Prices: Midget lantern, 49c.; tubular, 39c.—*Electrical Merchandising*, September, 1932.

GE Hotpoint Heating Pads

General Electric Co., Mdse Dept.,
Bridgeport, Conn.

Device: 3 new heating pads.

Description: Sanoflex: all-rubber, water-proof, heating unit and thermostatic heat control molded right into rubber; Select-A-Heat: Micro-control switch provides a dozen different heats, 2 new type thermostats concealed within pad, full size, gray wool eiderdown cover; Thermodown: 2 thermostats concealed within pad; 3-heat switch, permanently attached 10-ft. cord, available in tan, gray, pink, orchid or apricot.—*Electrical Merchandising*, September, 1932.

GE Hotpoint China Percolator

General Electric Co., Mdse Dept.,
Bridgeport, Conn.

Device: China percolator.

Description: Calrod heating element immersed in the water; valveless pump; vitrified china glazed with an ivory coating inside and out; chrome-plated top; dripless spout; protected against overheating by safety fuse plug.

Price: \$9.95.—*Electrical Merchandising*, September, 1932.



New Grinnell Units

Grinnell Washing Machine Corp.,
Grinnell, Iowa

Device: New floated unit for Grinnell refrigerators.

Description: "Streamlined"—all joints welded; compressor cylinders heads made with fins to dissipate heat; stronger cylinder base, intake port eliminates valve in piston head; new type seal which gets tighter as pressure increases; capacitor type motor; mounted in top of cabinets; easily replaced.—*Electrical Merchandising*, September, 1932.

Workrite Humidifier

The Workrite Specialty Co.,
3129 N. 28th Street, Milwaukee, Wis.

Device: Portable, fan type humidifier; resembles a vase.

Size: 13½ in. high; 11½ in. diam.

Capacity: 9 qts. water; evaporates almost 1 qt. an hour.

Description: Evaporation accomplished by means of electric immersion heater located in patented floating chamber whereby only small quantity of water is boiled at one time; vapor rises from heating chamber, is circulated by induction type motor and fan; safety device automatically shuts off current when water is evaporated.

Finish: Black crystallized body.

Price: \$24.50.—*Electrical Merchandising*, September, 1932.



Review of



American Beauty Washer

Getz Power Washer Co., Morton, Ill.

Device: Model 33 "American Beauty" washer-dryer.

Type: One piece tapered post cast aluminum, gyrator with concaved baffles and dirt-trap perforations.

Special Features: Hydraulic-pressure dryer, 6 sheet capacity; standard ¼ hp. motor; burnished cast aluminum splash ring.

Finish: 2 coats vitreous enamel inside and out; aluminum lid and splash ring.—*Electrical Merchandising*, September, 1932.



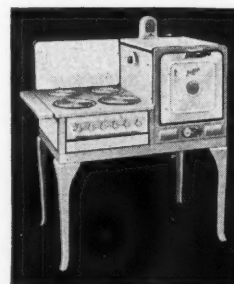
Universal 3½-Lb. Iron

Landers, Frary & Clark,
New Britain, Conn.

Device: 3½ lb. full size iron.

Description: Round heel; tapered point; iron sole plate; 625 watts; black and red handle.

Price: \$3.95.—*Electrical Merchandising*, September, 1932.



Star-Rite Range

Fitzgerald Mfg. Co., Torrington, Conn.

Model: No. 14-AE 20-4.

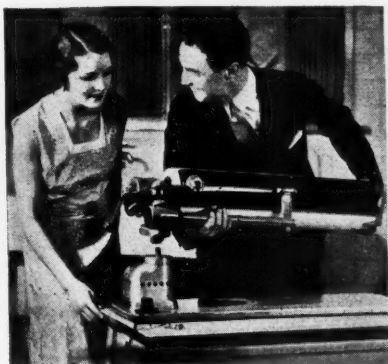
No. of Surface Elements: 4—2, 8-in. front plates (1,500, 750, 375 watts); 2, 6-in. rear plates (1,000, 500, 250 watts); spot heat on one front plate; 3-speed reciprocal switches.

Sizes: Floor space 39x27 in.; height 44 in.; cooking top 21½x22½ in.; weight 190 lb. net; oven 14x14x18.

Special Features: Cooper oven temperature control; visible indicator; wired for time-clock installation; convenience outlet for appliances; balanced load switches.

Finish: French gray and white porcelain enamel.—*Electrical Merchandising*, September, 1932.

NEW Products



Thor Conversion Unit

The Hurley Machine Co.,
22nd St. & 54th Ave., Chicago, Ill.

Device: Thor conversion unit for attachment ironers.

Description: Consists of base and motor for changing Thor attachment ironers operated on wringer post washers into portable table-type ironers; 3 screws fasten ironer to drive unit; 1 cord gives current for both motor and shoe heat.

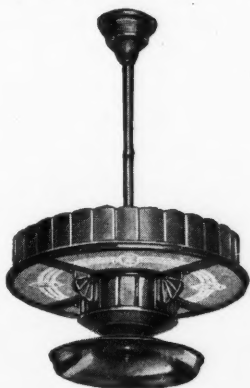
Finish: Ivory base, aluminum housing.
Price: \$24.50.—*Electrical Merchandising*, September, 1932.

Guthfan Conditionaire

The Edwin F. Guth Co.,
Jefferson & Washington Blvd.,
St. Louis, Mo.

Device: Combination lighting fixture and air ozone-laden circulator.

Description: Three individual Guth devices—the lighting fixture, fan and ozonator—combined into one device; ozone drops from lower part of canopy and is distributed about the room by the fan. Wide variety of models with or without lights available.—*Electrical Merchandising*, September, 1932.

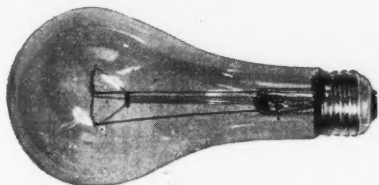


Arcturus Health Lamp

Arcturus Radio Tube Co., Newark, N. J.

Device: "Sirian" ultra-violet lamp.

Description: special glass prevents short harmful rays, precludes need for goggles or other precautions mfrs. claim; fits into any lighting socket; does not require transformers or other apparatus; 60, 100, 150, and 300 watt sizes available.—*Electrical Merchandising*, September, 1932.



Electrical Merchandising, September, 1932

Hewitt Electric Blanket

Hewitt Electric & Mfg.
1169 Massachusetts Ave., Arlington,
Mass.

Device: No. 171 electrically warmed blanket.

Description: Zuni-Brown Elderdown; 60x80 in.; 1 heat; 100 watts; on and off switch in cord; thermostatically controlled; light weight.

Price: \$15.00.—*Electrical Merchandising*, September, 1932.



Fused Plug

Electro-Motive Eng. Corp.,
797 E. 140th Street, New York City

Device: El Menco fused plug.

Description: Can be installed quickly without use of tools; standard fuses are inserted in slots and snapped into place. Also available wired on cord sets.

Price: 25c.—*Electrical Merchandising*, Sept., 1932.

Crawford Ranges

Walker & Pratt Mfg. Co., Boston, Mass.

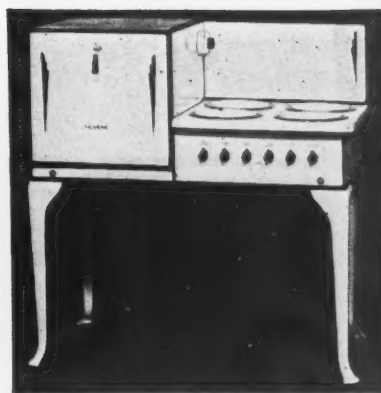
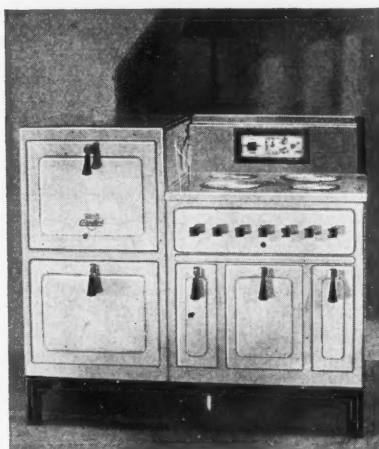
New Models: 3, 18-290 Epicure LPQ,
16-280 RPA, 16-78 RPA

No. of Surface Burners: Epicure, 1-2000 watt 8 in., 2-1200 watt 6 in. (1 with a hot spot), 1-1200 watt 8 in., which may be time controlled; Model 16-280 RPA, 2-6 in. 1200 watts, 2-8 in., 1200 and 2000 watts; Model 16-78 RPA, 2-6 in. 1200; 2-8 in., 1200 and 2000 watts.

Sizes: Epicure: floor space 50x28 in.; cooking top 28½x21 in., 35 in. from floor; oven 18x14x18½ in.; 16-280 RPA: floor space 44½x28 in., cooking top 43½x21, 36 in. from floor; oven, 16x14x18½ in.; 16-78 RPA: floor space 41½x27½ in., cooking top 21½x22 in. 32½ in. from floor, oven 16x14x18½ in.

Special Features: Triple automatic time control with Telechron movement electric clock, illuminated oven; balanced load switches; vitreous enamel oven lining; hot spot surface units; self balancing shelf type oven door; convenient shelf; oven temperature indicator light; appliance outlet; warming compartment in Epicure and 16-280 RPA; Epicure is equipped with a vertical broiler; a utility drawer; 4 piece condiment set; Speedwell cooker, automatically time controlled; adjustable lamp.

Finish: gray and white, pastel green and ivory or two-tone ivory with black trim.—*Electrical Merchandising*, September, 1932.



Standard Range

The Standard Electric Stove Co.,
1718 N. 12th Street, Toledo, O.

Model: "Century."

No. of Surface elements: 4—8 in. open type, one a "Speed-Heat."

Sizes: Floor space, 42x24 in.; height 44 in.; cooking top 23x22½ in.; oven 16x14x17.

Special Features: Temperature control, and plug for clock; broiler pan and rack; "Cleenamel" porcelain lined oven; connected load 9,300 watts.

Finish: Ivory porcelain enamel.
Price: \$99.50.—*Electrical Merchandising*, September, 1932.



Advertising Display

Shoenberg Sales Company, 116 N.
Montgomery St., San Francisco, Calif.

Device: Attention Commander display device.

Description: Illuminated text card has visibility day or night; easily changed. A compelling high speed interrupter for attention-getting lights is incorporated into the unit; embodies color, action and design.

Price: \$14.75 f.o.b., San Francisco.—*Electrical Merchandising*, September, 1932.

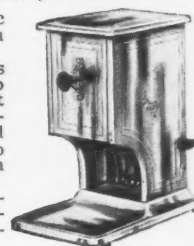
Universal Toaster

Landers, Frary & Clark,
New Britain, Conn.

Device: Automatic 2-slice oven toaster.

Description: Toasts both sides two slices; current remains on giving speed and uniformity to toasting; push button in cord.

Price: \$14.95.—*Electrical Merchandising*, September, 1932.



Electrical Men in the Month's News

Westinghouse Merchandising Appointments

Kohnstamm Named Assistant to Allen

Recent appointments in the merchandising organization of the Westinghouse Electric and Manufacturing Company have been announced by C. E. Allen, commercial vice-president of the company at Mansfield, Ohio.

Frank Kohnstamm, director of merchandise, has been named as assistant to the commercial vice-president, Mr. Allen. R. E. Imhoff, formerly manager of the Appliance Division, has been appointed sales manager of the Merchandising Department, which includes ranges, refrigerators, appliances, water heaters and other electrical products.

S. H. Pitman has been appointed merchandising advertising manager and R. C. Cosgrove becomes the manager of the Refrigeration Division. C. C. Wilmot, formerly of Fuller and Smith and Ross, Inc., succeeds Mr. Cosgrove as manager of Sales Development and Education.

N. L. Myers has been appointed manager of the Appliance Division, succeeding Mr. Imhoff. Mr. Myers comes to the Merchandising headquarters of the Westinghouse Company from the Buffalo office, where he was merchandise manager. Reese Mills, manager of the Range and Water Heater Division, completes the merchandising sales organization.

Jaquet to Supervise Conn. Trade Relations

George Jaquet, formerly director, Research and Planning Department, the Society for Electrical Development, was appointed secretary, Connecticut Utilities Merchandising Committee, with headquarters at Branford, Connecticut. The latter is a joint committee of Connecticut Gas Association and Connecticut Electric Lighting Association, which sponsors activities in the state to foster good trade relations. The committee operates in conjunction with the state associations of hardware dealers and master plumbers.

During the nine years spent with the Society, prior to this appointment, Mr. Jaquet travelled extensively over the country and is widely known in the industry for his work in organizing electrical leagues, campaigns to promote good lighting, and of appliance marketing, and consumer surveys. Much of his time more recently has been devoted to promotion of electric cookery and the resultful methods for the improvement of trade relations.



JAQUET

For nine years George Jaquet, as director, Research and Planning Department, Society for Electrical Development, travelled around the country organizing electrical leagues. His new job is secretary of the Connecticut Utilities Merchandising Committee.



WOODCOX

Former sales promotion manager for Kelvinator, Vance C. Woodcox becomes director of advertising and sales promotion of that company, according to an announcement by J. S. Sayre, sales manager.

Grinnell Appoints New Sales Manager

I. N. Merritt, vice-president and general manager of the Grinnell Washing Machine Corp., announces the appointment of A. F. McCormick as sales manager. Mr. McCormick has had a long and varied experience in the electrical field, having specialized in public utility sales for many years. Before he came to Grinnell Mr. McCormick was western sales agent for the J. C. Brill Co.

Loomis With Olson

Robert H. Loomis has been appointed sales manager of Olson Brothers, air-conditioning and heating engineers, Omaha, Nebraska. Mr. Loomis was formerly associated with the Automatic Washer Company, Newton, Ia.



DAVIS

For six years, organizer, buyer and sales manager of Halle Bros. (Cleveland) electrical and housefurnishings department, Wilbur D. Davis takes his expert knowledge to the Apex-Rotarex Corporation in his new capacity as sales manager, Department Store Division.



SCOTT

Secretary-treasurer and general manager of Barlow & Seelig, washer manufacturers, Marshall R. Scott announces acquisition of American Ironing Machine Company, oldest manufacturer of domestic ironers.

Goodman Heads Buckeye Sales

Frank V. Goodman, former general sales manager, Sonora Phonograph Company, has been appointed general sales manager of Domestic Industries, Inc., Mansfield, O., manufacturers of "Buckeye" refrigerators.

Dominion Electric Buys Majestic Appliance

Announcement has been made of the purchase of the Majestic Electric Appliance Co. of San Francisco, by the Dominion Electrical Mfg. Co., of Minneapolis, Minn. Following the purchase, the Majestic company has been reorganized and will operate as an independent unit of the Dominion Electrical Mfg. Co. Manufacturing and sales headquarters will be at 590 Folsom St., San Francisco.

Davis Heads Apex Division Department Store

Formerly with Halle Bros., Cleveland

Adding to its executive sales staff, the Apex-Rotarex Corporation, through R. J. Strittmatter, vice-president in charge of sales, today announced the segregation of its Department Store Division of Sales, and the appointment of Wilbur D. Davis as its head.

Mr. Davis, for the past six years buyer and sales manager of the Housefurnishings Department of the Halle Bros. Company, Cleveland department store, has assumed his new duties as sales manager and will work directly under Mr. Strittmatter.

The appointment of Mr. Davis, according to Mr. Strittmatter, was prompted by a mounting volume of business being done with department stores, as well as the company's desire to give to these outlets the specialized service of an executive with many years' experience in department store merchandising of electric home appliances.

The Apex-Rotarex Corporation is a twenty-year-old organization engaged in the merchandising of Apex electric cleaners, washers, ironers and refrigerators.

Coming to the Halle Bros. Company six years ago, Mr. Davis opened that organization's first housefurnishings and major electrical appliance department—a department which operated with an outside selling staff and which has produced a satisfactory volume of business consistently since the outset.

Prior to his six-year association with the Halle Bros. Company, Mr. Davis served as assistant buyer, buyer and sales manager for housefurnishing departments in several other department stores, among which were Wm. Taylor Sons & Co., Cleveland, J. L. Hudson Co., Detroit, Loveman Joseph & Loeb, Birmingham, Ala., and the Wm. Hengerer Co. of Buffalo.

Kelvinator Advances Woodcox

V. C. Woodcox, sales promotion manager of Kelvinator Sales Corporation, has been promoted to the position of director of advertising and sales promotion, according to an announcement by J. S. Sayre, sales manager of the company.

Mahan New Sales Head for Electrotrim

James S. Mahan, former field engineer for Steel & Tubes, Inc., has been appointed sales manager, Electrotrim, Inc.

Review of NEW Products



Moth Bomb

The Kirkman Engineering Corp.,
1 Dominick St., New York City

Description: To be used once a month from 2 to 6 hr., in each closet. Elevates a heavier than air moth killing gas that rises through closet, penetrates clothing, crystallizes, then slowly evaporates, sending cold gas downward. Chemical used approved by U. S. Dept. of Agriculture as moth destroyer.

Finish: Highly polished copper.

Price: \$2.00 complete with chemical cake. Refills at minimum cost.—*Electrical Merchandising*, September, 1932.



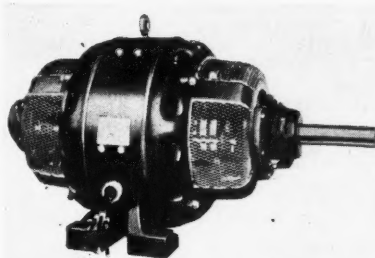
Bond Lantern Flashlight

Bond Electric Corp.,
257 Cornhill Ave., Jersey City, N. J.

Device: Official boy scout and girl scout lantern flashlight.

Description: Combination spotlight and spreadlight; 2 No. 102 Mono-cells; steel case; finished in boy scout "Khaki" and girl scout green, or red enamel; equipped with handle and clip to fasten on belt or pocket.

Price: \$1.25 complete with Mono-cells.—*Electrical Merchandising*, September, 1932.



Ideal "Self-Syn" Motor

The Ideal Electric & Mfg. Co.,
Mansfield, Ohio.

Device: Synchronous motor.

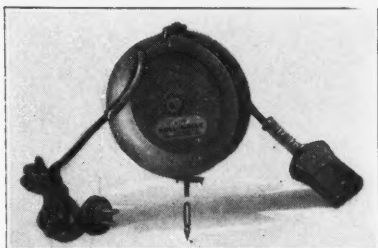
Description: Compact, self-excited, self-synchronizing, self-contained motor; starts with hand operated compensator, automatically re-synchronizes itself when pulled out of step by overload or line voltage dip; available in sizes from 5 to 100 hp.—*Electrical Merchandising*, September, 1932.

Roll-A-Way Cord

Trico Fuse Mfg. Co., Milwaukee, Wis.

Device: Trico Junior roll-a-way cord; a spring reel holding 10-ft. of heater cord, equipped with connectors and hollow nail for mounting; apple green finish.

Price: \$1.00.—*Electrical Merchandising*, September, 1932.



Zephyr 75 Air Conditioner

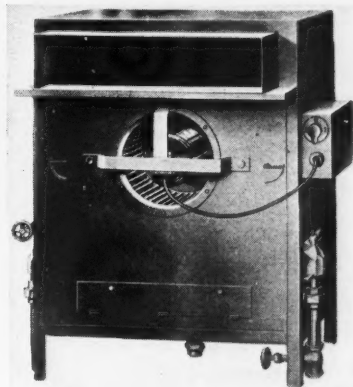
Air-Control Systems, Inc.,
2240 N. Racine Ave., Chicago, Ill.

Purpose: Cooling, de-humidifying.

Type: Ice-cooler.

Capacity: 1 to 4 tons refrigeration 6 to 12 hrs. a day.

Description: Uses 1 small compressor operating continuously instead of large compressor operating only a few hours a day; contains a storage tank in which ice is alternately frozen and melted; unique freezing apparatus inside tank insures quick freezing of ice in center without freezing solid, and presents a large surface of ice to a rapid flow of water along predetermined path for quick melting during cooling period.—*Electrical Merchandising*, September, 1932.



Dunco Peak Limiter

Struthers Dunn, Inc.,
139 N. Juniper St., Philadelphia

Device: Automatic peak limiter for controlling range and water heater loads on same transformer.

Description: 2 interconnected relays mounted in aluminum hinged knock-out box; relays may be varied to alter characteristics of complete device, making it suitable for application under varying operating conditions. Right hand unit has single pole, double throw contacts, and current operated coil; can be furnished to pick-up and drop-out within 10 per cent of any desired point. 2 types: RPX 136 to operate at 25 per cent or more of maximum load current; RPX 137 to operate at 12 to 25 per cent maximum.

Prices: 136, \$19.00; 137, \$22.—*Electrical Merchandising*, September, 1932.



Kromaster Urn Set

Lehman Bros. Silverware Corp.,
197 Grand St., New York City

Device: Lincoln pattern 4-piece percolator urn set.

Description: 12-cup capacity, chromalox element; cold water pump; urn 18 in. high, tray 12½x20½ in., sugar and creamer, gold lined, 5½ in. high; chromium plated, colored ebony or green bakelite handles.

Price: \$9.50.—*Electrical Merchandising*, September, 1932.



Rotary Connector

Rotary Electric Co., Galesburg, Ill.

Description: A contact device intended to be used between any standard attachment plug cap and convenience outlet which, through a swiveling construction, will allow the cord to turn freely, adjusting itself so that twisting is avoided. Made of bakelite.—*Electrical Merchandising*, September, 1932.



Swiv-all Plug

Swiv-All Products Corp.,
Bridgeport, Conn.

Device: Attachment plug with swivel feature to eliminate twisted or kinked cords.

Description: Made in three parts assembled into a unit; part to which cord is attached responds to turning of cord; phosphor bronze contacting members; offset prongs or spreading posts that will withstand deadweight pull of 150 lbs.; black or brown bakelite.—*Electrical Merchandising*, September, 1932.

ANNOUNCING

in this year 1932

by far the greatest

advertising campaign

in all Lionel history

**Play safe this year.
Concentrate on Lionel, the one
outstanding leader, because:**

1. Lionel out-advertises and outsells all other brands *combined*—and has for years.
2. Lionel prices are down. You can now offer your customers *the finest trains made at prices of inferior makes.*
3. By concentrating on Lionel and eliminating the weak sisters—the less known, less advertised, less complete lines—you keep down your overhead, speed up turnover and net greater profits.

THIS fall Lionel will blast America with the most smashing, dramatic and powerful advertising campaign in all its long history—and that means the greatest campaign in the history of all train advertising. *For, year after year, Lionel has out-advertised and out-sold all other brands combined.*

So take a tip from the greatest merchandisers in the country. Play safe this year. Concentrate on Lionel Trains—and only Lionels. You can stake your life they'll sell.

This concentrating on the one outstanding brand is simply common sense—playing safe. For, by eliminating

less known, less advertised, less complete lines, and concentrating only on Lionel, the one outstanding leader—you make your working capital go farther, and you make sure of faster turnover and greater net profits.

Prices have been reduced but the values, the famous Lionel quality that has lead the world, are, if possible, even better.

Lionel, always the most complete electric train line in all the world, forges still farther in the lead this year with 21 new, important items—including 2 stunning new steam-type locomotives, an accurate weighing scale, a round house and an automatic signal bridge. This means still greater profit possibilities for you from the repeat sales that follow every purchase of a Lionel Train.

Advance, pre-issue copy of Lionel Catalog—free!

The first run of the great 52-page, full color Lionel catalog will be off the presses this week, giving full details and prices of the most dramatic train values in all history. Many leading executives in the trade have already requested that their copies be mailed to them first-class, special delivery. If you will write us at once on your official letterhead, your copy *too* will be rushed you the instant it comes from the presses, and far in advance of the regular release. But you must act at once. The *executive edition* is strictly limited. Write or wire us today.

The Lionel Corporation, 15 E. 26th St., New York City (West Coast Branch, M. Sweyd & Son, 718 Mission St., San Francisco)... Southern Branch, F. A. Jones, Rhodes-Haverty Bldg., Atlanta... Canadian Branch, Harold F. Ritchie & Co., Ltd., Toronto and Branches.

